

General Instructions

1. Question paper is divided into two sections- A and B
2. Section A is theory based and section B is Application Based
3. Each section is compulsory.

**SECTION A (40 Marks)**

Answer any **five** of the following in not more than 20 words each:

(1x5=5)

- Q1. What do we symbolically associate with colour '**Orange**' ?
- Q2. A \_\_\_\_\_ colour scheme uses three colours, which are positioned evenly spread on the colour wheel.
- Q3. \_\_\_\_\_ is the science of using letter forms for communication.
- Q4. “ \_\_\_\_\_ ” is the space between succeeding lines of text.
- Q5. What do you understand by the term 'print area'?
- Q6. What do you understand by 'Width' in typography

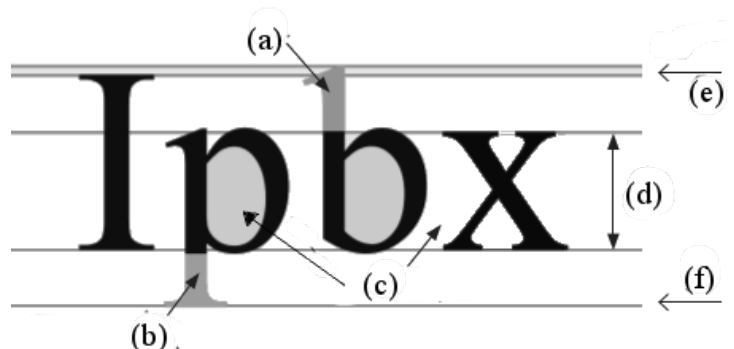
Answer any **four** in not more than 50 words each:

(3x4=12)

*( use/incorporate illustration wherever possible ):*

- Q7. Explain '**Split-Complementary**' colour scheme with an illustration.
- Q8. Describe '**Bubble**' and '**River**' in typography with illustrations.
- Q9. Explain '**The Grid System**' and its importance in a layout design.
- Q10. Discuss : '**creativity is a gift**' or '**creativity can be nurtured**'.

Q11. Tag (a), (b), (c), (d), (e) and (f) from the following image.



Answer any **three** in not more than 75 words each:

(5x3=15)

*( use/incorporate illustration wherever possible ):*

- Q12. Do you think that practice of drawing helps in developing observational skills? Explain.
- Q13. What do you understand by symbolism of colours? What colours would you choose while making an advertisement for '**Trekking Club**' and why?
- Q14. What are '**implicit**' (indirect / undeclared) and '**explicit**' (direct / clear-cut) elements of a composition?
- Q15. Explain the relationship of '**space**', '**form**' and '**structure**' in a composition.

Answer any **one** in not more than 150 – 200 words: (8x1=8)

Q16. What do you understand by '**Design**' in a broader sence (day-to-day life and culture) discuss its expression and implication.

**Or**

Q17. What are the different stages a graphic designer has to go through from conceptualisation of a design to the end product of that design?

### SECTION B (30 Marks)

Attempt any **three** questions out of four given below: (3x4=12)

Q18. Create a GUI icon for mobile application like "**Map**"(GPS, Search, Navigate) or "**Health Guide**" or "**Emergency Contact**" in 10 cm X 10 cm size.

Q19. Express any three words through the change of Weight in 6 cm X 12 cm size.  
Weak, heavy, thin, **or** Strong, light, thick

Q20. Create a mirror image of the word '**Fly**' or '**Jump**' with expressive typography in 6 cm X 12 cm size.

Q21. Design a detail '**Paper punching instrument**' or '**Electric Iron**' with texture in 10 cm X 10 cm size.

Attempt any **two** questions out of three given below: (2x5=10)

Q22. Design a Poster to Create social awareness about '**Equal Rights for both gender**' or '**Right of Information**' in 15 cm X 20 cm size.

Q23. Draw an image showing juxtaposition (visual metaphors ) of two forms like '**lotus & sofa**' or '**pendrive & flower**' in 15 cm X 20 cm size.

Q24. Creating a logo for "**Child Helpline**" or "**Pet care**" using positive and negative space in 15 cm X 20 cm size.

Answer any **one** : (1x8=8)

Q.25. Design a logo by juxtaposing two ideas, show two stages of its developments thumbnails (4 cm X 4 cm) and the final logo in 18 cm X 25 cm size

**"EducationForAll.org"**

**Or**

**'The International Triathlon Union'**

**(swimming followed by cycling and running)**

\*\*\*\*\* end \*\*\*\*\*