

Sample Paper 2

Date : 2017

Graphic Design (Code No.- 071)

Class-XII

Total Pages : 2

Total Marks : 70

Time : 3 hours

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 **five** of the following in not more than 20 words each: (1x5=5)

- Q1. How do a negative space is important for a composition?
- Q2. What is texture ? Define tactile properties of an object.
- Q3. What do you understand by 'Multimedia' ?
- Q4. In additive colour combinations 'Blue + _____ = Cyan and
In additive colour combinations 'Red + Green = _____ .
- Q5. What do you understand by the term 'Gutter', explain with illustration.

Answer **four** in not more than 50 words each: (3x4=12)

(use/incorporate illustration wherever possible):

- Q6. Explain '**Dimensional Drawing**'.
- Q7. Defined '**Rhythm**'.
- Q8. Explain how public relation and exhibitions help in marketing a brand.
- Q9. Draw the diagram of '**Analogous colour scheme**' ?.

Answer any **three** in not more than 75 words each: (5x3=15)

(use/incorporate illustration wherever possible):

- Q10. What criteria should be applied elimination or selection of ideas?
- Q11. What do you understand by 'subtractive colour theory'? Give two practical application of this colour theory.
- Q12. Explain with examples any three of the followings : 'Widow', 'River', 'Counter Space', 'X-hight ' or 'Anusvar'.

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

- Q13. How is the role of a graphic designer working in an advertising agency different from a graphic designer working in the in-house advertising department of a corporate?

SECTION B (30 Marks)

Attempt any **three** questions out of four given below:

(3x4=12)

Q14. Create a GUI icon for mobile application like "**Brain Game**" or "**Keep Fit**" in 10 cm X 10 cm size.

Q15. Create a mirror image of the word '**Splash**' with expressive typography in 6 cm X 12 cm size.

Q16. Design a detail '**Hair dryer**' with texture in 10 cm X 10 cm size.

Attempt any **two** questions out of three given below:

(2x5=10)

Q17. Design a Poster to Create social awareness about '**Dangu Malaria**' in 15 cm X 20 cm size.

Q18. Creating a logo for "**Train Assistance**" using positive and negative space in 15 cm X 20 cm size.

Answer any **one** :

(1x8=8)

Q.19. 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

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