

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. What do you understand by 'Harmony' and 'Rhythm' ?
- Q2. What do you understand by '**Juxtaposition**' ?
- Q3. What do you understand by 'Monochromatic colour scheme' ?
- Q4. What do you understand by 'URL' (uniform resource locator)?
- Q5. Define thumbnail. What role does it play in any sketch?

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

(use/incorporate illustration wherever possible):

- Q6. Explain '**Dimensional Drawing**'.
- Q7. Explain 'Drawing from Observation'
- Q8. How does the use of appropriate colour scheme help in setting the mood of a design?
- Q9. Draw the diagram of '**Analogous colour scheme**' ?.

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

(use/incorporate illustration wherever possible):

- Q10. What is the difference between additive and subtractive colour theory?
- Q11. What kind of the activities can come under corporate or social responsibilities? List at least five of them.
- Q12. What kind of the activities can come under corporate or social responsibilities? List at least five of them.

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

- Q14. What do you understand by expressive typography?
Explain with examples prepared by you.

SECTION B (30 Marks)

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

Q15. Create a GUI icon for mobile application like "Messenger" in 10 cm X 10 cm size.

Q16. Creating a logo for "Smart City" in 10 cm X 10 cm size.

Q17. Design a detail 'Plastic Water bottle' with texture in 10 cm X 10 cm size.

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

Q18. Design a Poster to Create social awareness about 'Blood donation is novel donation' in 15 cm X 20 cm size.

Q19. Create a sign one of the following (15 cm X 20 cm size) in circler shape. 'Forest Area'

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

Q.20. 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

"Aeronautic engineering Institute ' with motto 'fly high"

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