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BAMT (Sem.-1) DESIGN AND COMMUNICATION

Subject Code: AMT-103 M.Code: 14003

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly:

- a) The Golden Ratio
- b) Horizontal line
- c) Saturation
- d) Highlights
- e) Harmony
- f) Organic shapes
- g) Curvilinear shapes
- h) Perspective
- i) Visual weight
- j) Volume

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SECTION-B

- 2. Explain the drawing steps for the subject.
- 3. Define different types of Balance.
- 4. Describe achieving Emphasis using light and shade.
- 5. Explain the visual elements of line and shapes.
- 6. What is Cognitive Aspect of design?

SECTION-C

- 7. Explain the concept of artist as notater and designer as tool maker.
- 8. Explain the composition importance of color.
- 9. Describe the process of achieving Emphasis by using light, shade, details and contrast.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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