

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

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) Center of interest
- b) Light
- c) Line
- d) Shape
- e) Internal balance
- f) Instrumental
- g) Movement
- h) Pattern
- i) Variety
- j) Unity

SECTION-B

2. What is gaze motion?
3. Explain radial balance.
4. What is meant by Concretization?
5. Differentiate between contrast and emphasis.
6. List different types of shape.

SECTION-C

7. Discuss design as a communication process.
8. How does an artist achieve abstraction of the concrete?
9. Illustrate the importance of any five pictorial principles.

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.