

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 07**

**B.Sc(Graphics & Web Designing) (Sem.-3)**

## ELEMENTS OF DESIGN

**Subject Code : UGWD1905**

**M.Code : 78472**

**Date of Examination: 12-12-2022**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

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

## SECTION-A

**1. Write briefly :**

- a) What do you mean by secondary colors?
- b) What is the purpose of phenomenology?
- c) Elements of perception.
- d) Difference between 2D and 3D.
- e) What is the difference between Harmony and Rhythm?
- f) What do you understand by the term Hue?
- g) Character visual elements.
- h) How do you use triadic color scheme?
- i) How do you express balance in a composition?
- j) What is the purpose of emphasis?

## SECTION-B

2. Explain the different color schemes. Discuss in detail concept of mixing of primary, secondary and tertiary colors.
3. Write a short note on the following :
  - a) Black and White Composition
  - b) Positive and Negative Composition.
4. What is Composition? What are the principles of composition?
5.
  - a) Explain in detail how typography can be combined as text and image.
  - b) Discuss the concept of Harmony and unity in detail.
6. What is Balance? What are the types of balance in design composition?
7. What are the visual elements of design? Illustrate the uses of visual elements.

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