

Roll No.

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Total No. of Pages : 02

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B.Sc / BAMT / B.Sc. (Multimedia) (Sem.-1)

DESIGN AND COMMUNICATION

Subject Code : AMT-103

M.Code : 14003

Date of examination: 14-01-2023

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. Golden Ratio
 - b. Centre of Interest
 - c. Visual Tension
 - d. Imbalance
 - e. Visual Pattern
 - f. Importance of shadow
 - g. Tones
 - h. Variety
 - i. Repetition
 - j. Proportion.

SECTION-B

2. Why do we learn the principles of composition?
3. Discuss how do we achieve emphasis in a composition?
4. Write notes on tone, texture & contrast.
5. Why do we use informal and radial balance in composition?
6. Establish the complementary relationship between cognitive and instrumental.

SECTION-C

7. *'A visually pleasing composition increases the connection of the audience.'* Justify.
8. Establish the complementary relationship between Art and Design.
9. Discuss the principles of Center of interest.

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.