

Roll No.

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

I. 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.

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BAMT (Sem.-1)
DESIGN AND COMMUNICATION
Subject Code : AMT-103
Paper ID : [F0328]

Time : 3 Hrs.

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SECTION-A

1. Write briefly :
- a) Design
 - b) Communication
 - c) Composition
 - d) Subject
 - e) Unity
 - f) Tone
 - g) Shape
 - h) Volume
 - i) Pattern
 - j) Repetition

SECTION-B

2. Mention three principles of composition.
3. How is emphasis achieved?
4. Distinguish between cognitive and instrumental.
5. What is meant by '*Artist Notator*'?
6. Highlight the importance of subject selection.

SECTION-C

7. Discuss the process of communication.
8. Explain the complementary relationship between art and design.
9. Illustrate the uses of visual elements.

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SECTION-A

Write briefly :

1. Drawing
2. Shade
3. Contrast
4. Line
5. Shape
6. Harmony
7. Proportion
8. Rhythm
9. Colour
10. Variety



SECTION-B

11. What is meant by 'Center of Interest'?
12. Differentiate between formal and informal balance.
13. What is meant by inductive?
14. What is the difference between movement and rhythm?
15. Give a standard definition of composition.

SECTION-C

16. Discuss the principles of composition.
17. Enumerate various pictorial principles. Discuss any five of them giving suitable examples.
18. How is abstraction of the concrete and concretization of the abstract achieved in art and design?

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

DESIGN AND COMMUNICATION

Subject Code : AMT-103

M.Code : 14003

Date of Examination: 11-12-2023

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) Centre of interest
- b) Abstraction
- c) Radial balance
- d) Texture
- e) Color
- f) Emphasis
- g) Pattern
- h) Rhythm
- i) Proportion
- j) Golden ratio

SECTION-B

2. Define composition. Discuss the basic principles.
3. Describe the concept of balance in composition.
4. How would you achieve emphasis using light?
5. Explain the role of contrast in composition. Provide examples of how contrasting elements can create visual interest.
6. How does the cultural context affect the way art and design interact and complement each other?

SECTION-C

7. Explain the relationship between scale and proportion in composition. How can manipulating scale and proportion create a specific effect in an artwork?
8. Discuss the significance of leading lines in composition. Give examples of how they can guide the viewer's eye in a photograph?
9. Discuss the role of symmetry and asymmetry in composition. Give examples of how both can be used to create different visual effects?

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B.Sc. (Multimedia) (Sem.-1)
DESIGN AND COMMUNICATION
Subject Code : AMT-103
M.Code : 14003

Date of Examination: 20-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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SECTION-A

1. Write briefly:

- a. Space
- b. Tone
- c. Volume
- d. Shade
- e. Informal Balance
- f. Artist as a Notator
- g. Rhythm
- h. Steps of drawing
- i. Focus point
- j. Repetition

SECTION-B

2. How do you create a sense of balance in graphic composition, and what techniques can be used to achieve this?
3. How can the principles of symmetry and asymmetry be used to create visual interest and dynamic compositions in graphic design?
4. What is the principle of emphasis, and how can it be used to draw attention to certain elements in a design?
5. What is the principle of unity, and how can it be achieved in design composition?
6. What is the principle of contrast, and how can it be used effectively in design?

SECTION-C

7. How does the overall style and aesthetic of a design impact graphic composition and what are some key considerations when choosing a style for a project?
8. How does the principle of proportion play a role in design composition?
9. How does the use of space impact the overall composition of a design?

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

DESIGN AND COMMUNICATION

Subject Code : AMT-103

M.Code : S14003

Date of examination: 20-01-2025

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Write briefly:

- a) Cognition
- b) Artist as a Notator
- c) Shape
- d) Volume & Tone
- e) Harmony
- f) Movement
- g) Variety
- h) Repetition
- i) Rule of thirds
- j) Proportion

SECTION-B

2. How learning the basic principles of composition helps make an engaging and powerful image.
3. Describe the concept of unity in composition.
4. How would you achieve emphasis using light and shade?
5. What role does innovation play in the complimentary relationship between art and design?
6. In your opinion, how does art influence the design of everyday objects and spaces?

SECTION-C

7. Discuss the importance of leading lines in guiding the viewer's eye through an image.
8. What is the significance of negative space in composition? Give an example of a piece of art or design where negative space plays a crucial role.
9. How do you perceive the balance between creativity and functionality in the world of art and design?

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