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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – M.Sc.(AM)-2025
Course Name – Design Theory and Processes
Course Code - MMM10402
(Semester I)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Select when did prehistoric art start

a) Before 3000 BCE
b) Before 400 CE
c) After 3000 BCE
d) After 4000 AD

(ii) Identify the Prehistoric Art

a) Mesopotamian paintings
b) hierarchical proportions
c) Cave paintings
d) Egyptian paintings

(iii) Name of artist is known for dramatic use of light and shadow in Baroque paintings

a) Peter Paul Rubens
b) Johannes Vermeer
c) Rembrandt
d) Caravaggio

(iv) Distinguish between positive and negative space.

a) Positive space is the area within objects; negative space is the background
b) Positive space is bright; negative space is dull
c) Positive space is natural; negative space is artificial
d) Positive space is realistic; negative space is abstract

(v) Select the contrast and its function in a design.

a) The similarity between different textures
b) The difference between elements that make a design interesting
c) The uniformity of colors used in a design
d) The alignment of elements on a grid

(vi) Identify the principle of unity in design.

a) Unity refers to the harmony among all elements in a design
b) Unity is the variation in shape and color
c) Unity is the distribution of visual weight
d) Unity is the placement of elements within a space

(vii) Identify the correct statement about alignment in cohesive design.

a) Alignment changes the color scheme
b) Alignment ensures that elements are properly placed in relation to each other

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c) Alignment distorts the shape of objects d) Alignment adds texture to the design

(viii) Recognize the element that is three-dimensional and encloses volume.

a) Line b) Form
c) Shape d) Texture

(ix) Recognize the effect of a low horizon line in perspective.

a) Objects appear larger b) Objects appear smaller
c) Objects appear closer d) Objects appear farther

(x) Identify the correct statement about the technique where all vanishing points are located on the horizon line.

a) One-Point Perspective b) Two-Point Perspective
c) Three-Point Perspective d) Curvilinear Perspective

(xi) Identify the effect of increasing the distance between vanishing points in Two-Point Perspective.

a) Objects appear closer together b) Objects appear more distorted
c) Objects appear larger and more stretched d) Objects appear smaller and less distorted

(xii) Select the aspect of character design that most influences their perceived personality.

a) Costume design b) Sound design
c) Background setting d) Animation style

(xiii) select the key factor in making a character's facial expression readable from a distance.

a) Minimal detail b) Use of bold colors
c) Simplified shapes d) Detailed texturing

(xiv) Recognize the effect of using exaggerated body language in animation.

a) Enhances realism b) Adds subtlety
c) Increases emotional clarity d) Decreases expressiveness

(xv) Recognize the importance of facial asymmetry in creating appealing character designs.

a) Adds realism b) Creates balance
c) Increases appeal d) Reduces clarity

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Summarize the impact of the Romanticism movement on the Art Revolution (3)
3. Distinguish between shape and form in the context of design. (3)
4. Explain the use of foreshortening to create depth in figure drawing. (3)
5. Demonstrate techniques for integrating figures into a three-dimensional environment using perspective. (3)
6. Illustrate how facial expressions can be varied to show different emotions in a single character design. (3)

OR

Demonstrate how the combination of costume design and exaggerated features can create a memorable character. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Describe how to place multiple figures in a three-dimensional space using vanishing points and horizon lines. (5)
8. Analyze the importance of designing costumes and outfits that reflect a character's personality, time period, and the world they inhabit. (5)
9. Summarize the effects of the Post-Impressionist Movement on the future of art. (5)
10. Summarize the impact of contrast in a design and describe how it can be used to enhance visual interest and readability. (5)
11. Analyze the importance of foreshortening in figure drawing and its effect on proportions. (5)

12. Construct a character design that effectively uses facial expressions to convey a wide range of emotions. (5)

OR

Explain how the exaggeration of specific character traits can be used to create humor or dramatic effect in animation. (5)

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