



BRAINWARE UNIVERSITY

Term End Examination 2023 Programme – B.Sc.(MM)-Hons-2019/B.Sc.(AM)-Hons-2020/B.Sc.(AM)-Hons-2022

Course Name – Fundamentals of Art and Design Course Code - BMMC101

(Semester I)

LIBRARY
Brainware University
Barasat, Kolkata -700125

Full Marks: 60

Time: 2:30 Hours

1 x 15=15

[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. Choose the correct alternative from the following: (i) Select appropriate word to fill in the blank. Tone is produced by the mixture of a color with ____ a) Brightness b) White c) Gray d) Black (ii) Write an appropriate word to fill in the blank. _____ analyses the way visual images communicate a message. a) Visual Semiotics b) Videography c) Graphics d) Animation (iii) Select the full form of JPEG. a) Joint Phonographic Exports Group b) Joint Photographic Exports Group c) Joint Photographic Experts Group d) Junior Photographic Experts Group (iv) Identify the artist of the Fresco painting "Adoration of the Magi". a) Leonardo da Vinci b) Giotto c) Sanzio Raphael d) John Constable (v) Identify the correct definition of Mural Painting? a) Any piece of artwork painted or applied b) Any piece of artwork painted or applied directly on a wall, ceiling or other directly on canvas

c) Any piece of artwork painted or applied

(vi) Name the artist of "Mona Lisa" and "The Last Supper"?

directly on a cloth

a) Michelangelo

c) Leonardo Da Vinci

permanent surface

b) Sanzio Raphael

d) Rueben

directly on human body

d) Any piece of artwork painted or applied

(vii) Identify the principle of art that refers to how through a work of art ?	art elements help direct a viewer's eyes	
a) Spacec) Balance(viii) Select the term of Visual art that gives us an id	b) Rhythm d) Movement ea of the surface quality of an object.	
a) Swatch	b) Gradient d) Pattern	
c) Texture (ix) Choose the definition of Balance? a) A principle of art that just makes a piece 'feel' right. c) A principle of art that can be described as either symmetrical or asymmetrical. Select the appropriate answer to why CMYK is a a) If the colour values are minimum we get Black colour. c) If the colour values are minimum we get	b) A principle of art that deals with visual weight.d) All of these statements are true regard the definition of Balance.	
(x) Select the appropriate answer to why CMYK is		et
a) If the colour values are minimum we get Black colour. c) If the colour values are minimum we get	White colour.	
Grey colour. (xi) Choose the appropriate word to define 'B' in RG	d) _{None} GB colour Mode.	
a) Black c) Purple (xii) Choose the appropriate word to define 'H' in HS	b) Blue d) Mauve SR colour Model	
a) High c) Saturation	b) Brightness d) Hue	
(xiii) Which Gestalt's theory infer that a composition or imbalance?		
 a) Theory of Symmetry c) Theory of Proximity (xiv) Select the principle of design that describes the objects from their surrounding background. 	b) Theory of Continuity d) Theory of Closure eye's tendency to see and separate	
 a) Theory of Proximity c) Theory of Continuity (xv) Select the Gestalt's theory of design that states different commonality including shape, colour, tattribute. 		
a) Theory of Continuity c) Theory of Proximity	b) Theory of Closured) Theory of Foreground / Background	
Group		
(Short Answer Typ	Je Questions) 3	x 5=15
 Explain Grayscale Color mode. Write about the LAB colour mode. 		(3) (3)
 Illustrate the theory of Balance in Composition. Describe about the Miniature Paintings. 		(3)
6. Create a diagram to explain two point linear perspe	ctive.	(3) (3)
Infer the usage of Golden Ratio for better designing of Logos.		
Group		
(Long Answer Typ	e Questions) 5	x 6=30

_	Describe the Flaments of Dosign	(5)
/.	Describe the Elements of Design.	(5)
8.	Explain briefly about the Folk traditions of India.	
9.	Assess the use of Visual Semiotics in designing using suitable diagrams.	(5)
10.	Compare with diagram the Primary, Secondary and Tertiary colours.	(5)
11.	Assess the points of differences between Additive colour and Subtractive colour.	(5)
	Evaluate the usage of Rule of Thirds in a Composition.	(5)
OR		
	Summarize your knowledge on Typography.	(5)

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