

- (vii) Identify the principle of art that refers to how art elements help direct a viewer's eyes through a work of art ?
- a) Space
b) Rhythm
c) Balance
d) Movement
- (viii) Select the term of Visual art that gives us an idea of the surface quality of an object.
- a) Swatch
b) Gradient
c) Texture
d) Pattern
- (ix) Choose the definition of Balance ?
- a) A principle of art that just makes a piece 'feel' right.
b) A principle of art that deals with visual weight.
c) A principle of art that can be described as either symmetrical or asymmetrical.
d) All of these statements are true regarding the definition of Balance.
- (x) Select the appropriate answer to why CMYK is called subtractive colour.
- a) If the colour values are minimum we get Black colour.
b) If the colour values are minimum we get White colour.
c) If the colour values are minimum we get Grey colour.
d) None
- (xi) Choose the appropriate word to define 'B' in RGB colour Mode.
- a) Black
b) Blue
c) Purple
d) Mauve
- (xii) Choose the appropriate word to define 'H' in HSB colour Model.
- a) High
b) Brightness
c) Saturation
d) Hue
- (xiii) Which Gestalt's theory infer that a composition should not provide a sense of disorder or imbalance?
- a) Theory of Symmetry
b) Theory of Continuity
c) Theory of Proximity
d) Theory of Closure
- (xiv) Select the principle of design that describes the eye's tendency to see and separate objects from their surrounding background.
- a) Theory of Proximity
b) Theory of Foreground / Background
c) Theory of Continuity
d) Theory of Closure
- (xv) Select the Gestalt's theory of design that states grouping can be achieved with lots of different commonality including shape, colour, texture, size or any other visual attribute.
- a) Theory of Continuity
b) Theory of Closure
c) Theory of Proximity
d) Theory of Foreground / Background

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain Grayscale Color mode. (3)
3. Write about the LAB colour mode. (3)
4. Illustrate the theory of Balance in Composition. (3)
5. Describe about the Miniature Paintings. (3)
6. Create a diagram to explain two point linear perspective. (3)

OR

Infer the usage of Golden Ratio for better designing of Logos. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe the Elements of Design. (5)
8. Explain briefly about the Folk traditions of India. (5)
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)
12. Evaluate the usage of Rule of Thirds in a Composition. (5)

OR

Summarize your knowledge on Typography. (5)

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