

00401

**B.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (BSCLGAD)**

Term-End Examination

December, 2013

BFW-052 : ELEMENTS OF DESIGN

Time : 3 hours

Maximum Marks : 70

Note : Attempt all questions. All questions carry equal marks.

1. Choose the correct answer from the given four alternatives. **10**
- (a) A type of balance in which both sides of a composition are balanced yet different.
- (i) Asymmetrical
- (ii) Radical
- (iii) Symmetrical
- (iv) Geometric
- (b) A plan of selecting colors for a composition is known as a _____.
- (i) color spectrum
- (ii) color wheel
- (iii) color scheme
- (iv) color mix

- (c) The circular chart used to remember color relationship is _____.
- (i) color scheme
 - (ii) color wheel
 - (iii) color ray
 - (iv) color circle
- (d) Contrast can be created by using _____.
- (i) smooth and rough textures
 - (ii) large and small shapes
 - (iii) plain areas against areas of patterns
 - (iv) all the above
- (e) Cool colors are _____.
- (i) Orange, green and purple
 - (ii) Blue, green and violet
 - (iii) Yellow, blue and red
 - (iv) White, black and brown

2. State **True** or **False** for the following questions. 10

- (a) Monochromatic refers to a painting done in one color.
- (b) You cannot see through an object or material that is transparent.
- (c) Negative space is the background or space around the subject of the art work.
- (d) Rhythm is created when visual elements are repeated. Rhythm may be altering, regular, flowing progressive, or jazzy.
- (e) Analogous color is another term for complementary colors.

3. Select the correct plan from the list on the right side for the colors listed on the left. You may use options on the right more than once. **10**
- (a) Blue and Orange (i) Primary Triadic
(b) Red, Yellow and Blue (ii) Analogous colors
(c) Yellow, Yellow-orange, Orange (iii) Secondary colors
(d) Red and Green (iv) Complementary colors
(e) Orange, green and violet
4. Explain Tetradic color harmony with example. **10**
5. Explain the following terms. **10**
- (a) Hue
(b) Value
(c) Saturation
6. Explain Tertiary color wheel, with the help of a neat diagram and list all the colors. **10**
7. Explain various principles of design, giving suitable examples. **10**
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