

B.A. IN APPAREL DESIGN MERCHANDISING

00645

Term-End Examination

June, 2012

BFM-028 : ELEMENTS OF DESIGN

Time : 3 hours

Maximum Marks : 100

Note : (i) *All questions are compulsory.*

(ii) *3 Plain white A4 size papers are to be provided to each students.*

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1. Illustrate the 'principle of harmony' in : **5x4=20**
 - (a) dots
 - (b) lines
 - (c) texture
 - (d) form

 2. Using elements of 'Texture', illustrate the following principles of design : **5x4=20**
 - (a) balance
 - (b) rhythm
 - (c) emphasis
 - (d) unity

 3. Draw an organic motif. Use that motif and make **20** patterns using 4 different pattern techniques. Name the pattern techniques.

4. Draw a 'skirt' with achromatic colour scheme. 5
5. Explain *any five* of the following terms illustrating 20
with one example :
- (a) Split-complementary colours
 - (b) Rhythm-gradation
 - (c) Asymmetrical balance
 - (d) Tactile texture
 - (e) Accent colour
 - (f) Unity
 - (g) Emphasis
6. Write about some of the psychological effects and
basic colour symbolism of any three colours from
the following : 5x3=15
- (a) BLACK
 - (b) RED
 - (c) BLUE
 - (d) BROWN
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