

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

Term-End Examination

June, 2014

00274

BFW-052 : ELEMENTS OF DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by the Gestalt theory of Proximity and Continuation ? Explain with examples. 10
2. Explain any five principles of design by giving suitable examples. 10
3. Make a diagrammatic representation of the tertiary colour wheel, labelling all the colours in it. 10
4. Explain the following : 10
 - (a) Texture
 - (b) Line
 - (c) Form
 - (d) Pattern

- 5.** Explain 'Analogous' and 'Split Complementary' colour schemes. *10*
- 6.** Define the following : *10*
- (a) Value
 - (b) Hue
 - (c) Saturation
 - (d) Role of Internet in colour matching
- 7.** Name any five warm colours, and also list the emotive qualities projected by them when used in a composition. *10*
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