

BA - ADM

Term-End Examination

December, 2011

BFM-028 : ELEMENTS OF DESIGN

Time : 3 hours

Maximum Marks : 100

Note : *All questions are compulsory.*

3 Plain white A4 size papers are to be provided to each students.

1. Illustrate the 'Principle of Rhythm' in : 5x4=20
(a) dots (b) lines
(c) texture (d) form

2. Draw a geometric motif. Use that motif and make 20
patterns using 4 different pattern techniques.
Name those pattern techniques.

3. Explain the psychological effect and basic colour
symbolism of any three colours from the
following : 5x3=15
(a) Green (b) Yellow
(c) White (d) Pink

4. Draw a 'Top' with stripes in monochromatic colour scheme. 5
5. Using elements of 'form', illustrate the following principles of design in a square of 2" x 2" each. 5x4=20
- (a) Balance (b) Rhythm
- (c) Emphasis (d) Unity
6. Explain *any five* of the following terms illustrating with one example : 5x4=20
- (a) Complementary colours
- (b) Rhythm - Repetition
- (c) Harmony
- (d) Organic forms
- (e) Analogous colour scheme
- (f) Symmetrical balance
- (g) Visual Texture
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