

00826

**BA – ADM**

**Term-End Examination**

**December, 2010**

**BFM-028 : ELEMENTS OF DESIGN**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** *All Questions are compulsory.*

*Plain white A4 size papers are to be provided to students  
(8 sheets)*

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1. Illustrate 'Principle of Balance' in **5x4=20**
    - (a) dots
    - (b) lines
    - (c) texture
    - (d) formin a square of 2"x2" each.
  
  2. Using elements of lines, illustrate the following principles of design :- **5x4=20**
    - (a) Balance
    - (b) Rhythm
    - (c) Emphasis
    - (d) Unityin a square of 2"x2" each.

3. Write about the psychological effects and basic colour symbolism of any three colors from the following :  $5 \times 3 = 15$

(a) RED

(b) ORANGE

(c) PURPLE

(d) WHITE

4. What are the 4 main pattern techniques ? Take a simple motif and explain with the help of a sketch each.  $4 \times 5 = 20$

5. Draw a striped T-shirt and colour it in 5 monochromatic colour scheme.

6. Explain *any five* of the following terms illustrating with one example.  $5 \times 4 = 20$

(a) asymmetrical balance

(b) split complementary colors

(c) Rhythm - Radiation

(d) Proportion

(e) Geometric forms

(f) Triad color scheme