

BA - ADM

Term-End Examination

June, 2011

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)

1. Illustrate principle of rhythm in 5x4=20
 - (a) dots
 - (b) lines
 - (c) texture
 - (d) formin a square of 2"x2" each.

2. Using elements of form illustrate the following principles of design. 5x4=20
 - (a) Balance
 - (b) Rhythm
 - (c) Unity
 - (d) Emphasiseach in a square of 2"x2".

3. Write about the psychological effects and basic colour symbolism of any 3 colours from the following 5x3=15
- (a) BLUE (b) GREEN
(c) YELLOW (d) BLACK
4. What are the main pattern techniques ? Take a simple motif and explain with the help of a sketch each. 4x5=20
5. Draw a striped T-Shirt and colour it in 5 polychromatic colour scheme. 5
6. Explain *any* 5 of the following terms illustrating with one example : 5x4=20
- (a) Symmetrical balance
(b) Complimentary colours
(c) Rhythm - Repetition
(d) Balance
(e) Natural forms
(f) Analogous colour scheme
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