Section – B

Answer any **four** of the following : 5×4 = 20

2. Importance of graphic design in education.

3. Typography

4. Logo

5. Colour psychology

6. "Empty space are fields of force." Explain.

Section – C

Answer any **two** of the following : 10×2 = 20

7. What is the objectives of layout ?

8. Why is graphic design important in the commercial industry ?

9. What are the elements of good graphic design ? Explain.

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SX/S-4/UG(V) — BJMC (SEC-II)

2017

Time : 3 hours

Full Marks : 50

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from all the Sections as directed.

Section – A

Answer **all** questions : 1×10 = 10

1. (a) The method for representing graphical image in which the images is composed of a pattern of dots is _____ graphics.

   (i) Raster

   (ii) Object-oriented

   (iii) Vector

   (iv) Subject-oriented

(b) Most output devices, including dot matrix printers, laser printers and display monitors are _____ devices.

(i) Raster

(ii) Vector

(iii) Scanning

(iv) Capture

(c) Pagination means number of _____ in the document.

(i) Column

(ii) Pages

(iii) Words

(iv) Lines

(d) If an area is divided in the middle, the upper half seems to be _____ then the lower.

(i) Smaller

(ii) Larger

(iii) Darker

(iv) Brighter

(e) Colour has an immediate impact on the viewers and addresses their _____.

(i) Unconsciousness

(ii) Subconsciousness

(iii) Consciousness

(iv) Emotions

(f) Graphic design is also known as communication design.   (True / False)

(g) Rule of thirds is also known as golden grid rule.   (True / False)

(h) Texts written in capital letter's are difficult to read because word contours are blurred.

(True / False)

(i) A form can exist without its surroundings.

(True / False)

(j) A composition can appear harmonious if the empty space is not incorporated.

(True / False)