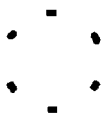


DESIGN FUNDAMENTALS (AR-101)

Time: 3 Hours

Full Marks: 70

*All questions are compulsory. Neat appropriate sketches will be given due credit.*

1.  'The interpretation of the adjacent graphics can be different for persons with different background.' — Explain. 7
2. How do the concepts "attraction" and "attention" help one to perceive the forms that he/she observes in the visual field? 3½ x 2
3. How does "rhythm" differ with "simple repetition"? Explain how do visual rhythms of shape and size ratios occur in the "Parthenon"? 1 + 6
4. In the context of graphic design, explain the terms "space", "format" and "default format". 2½ + 2½ + 2
5. 'Shading is the way to make objects appear three-dimensional on a two-dimensional surface.' — Illustrate. 7
6. What do you mean by "creating space illusion"? In the context of creating space illusion, what does one mean by "constancy phenomenon"? How do architects use the same in their drawings? 2 + 4 + 1
7. What do you mean by the term "intensity" of pigment? Explain how does mixing of pigments differ with that of coloured light? 2 + 5
8. What do you understand by "simultaneous contrast"? How do you explain the following statement — 'if a green dot is contrasted simultaneously against a yellow and a blue ground respectively, on the yellow it will appear relatively cool and on the blue it will appear relatively warm'? 3 + 4
9. What form will "streams of sand" take, if they are allowed to fall from one's hand? How will it be different if the material is "pieces of wood" instead of "streams of sand"? What is the reason of this difference? If a number of marbles are allowed to fall from one' hand, then with which one among the above two will it have close resemblance? 1 + 1 + 3 + 2
10. While undertaking a design assignment, what should be your preference regarding the "form" and the "function" of the object to design? 7