

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester I - 2022

Course Code : BSM1011

Course Name : Sem I - BSM1011 - Elements and Principles of Design

Program : B. Design

Date : 30-JAN-2023

Time : 10.00AM - 1.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. Explain Monochromatic colours, Cool colours and Warm colours?
(CO1) [Knowledge]
2. Briefly explain the importance of Basic Shapes in design. Also give the reference design that you have observed from the basic Shapes.
(CO2) [Knowledge]
3. What does 'K' stand for in 'CMYK'? Explain the Neutral Colors in brief with proper examples.
(CO3,CO2) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Describe the Anatomy of Typography in Detail. Also explain each Parts of Text with Proper Example.
(CO2) [Comprehension]
5. Every Colour have its own meaning, briefly explain the meaning of Colours and how we can use that in Design.
(CO3,CO2) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. For the Topic "Gender Equality", how will you create a Design and share the Communication to the Audience.

(CO2,CO3) [Application]