

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester I - 2022

**Course Code :** DES1007

**Course Name :** Sem I - DES1007 - Elements and Principles of Design

**Program :** B. Design

**Date :** 24-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. What does colour red represent in Colour psychology? explain with exaple.  
(CO1) [Knowledge]
2. Define and illustrate difference between RGB, CMYK and Grey scale colour mixing.  
(CO3,CO2) [Knowledge]
3. Define and illustrate all the 6 colour scheme/ relations.  
(CO2,CO3) [Knowledge]

**PART-B**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**2Q X 15M = 30M**

4. Create 2 subtraction from using Styrofoam cube with illustration and define the concept.  
(CO2,CO3) [Comprehension]
5. Demonstrate organic to inorganic form using Pop.  
(CO3,CO2) [Comprehension]

**PART-C**

**VIVA / JURY**

**1 X 40M = 40M**

6. Present the given portfolio and explain the work process to jury.

(CO3,CO4) [Application]