

Total No. of Pages : 02

Total No. of Questions : 09

BAMT (Sem.-1)
DESIGN AND COMMUNICATION
Subject Code : AMT-103
Paper ID : [F0328]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. Write briefly :

- a) Design
- b) Communication
- c) Composition
- d) Subject
- e) Unity
- f) Tone
- g) Shape
- h) Volume
- i) Pattern
- j) Repetition

SECTION-B

2. Mention three principles of composition.
3. How is emphasis achieved?
4. Distinguish between cognitive and instrumental.
5. What is meant by '*Artist Notator*'?
6. Highlight the importance of subject selection.

SECTION-C

7. Discuss the process of communication.
8. Explain the complementary relationship between art and design.
9. Illustrate the uses of visual elements.