SAMPLE QUESTION PAPER- II

GRAPHIC DESIGN-CLASS XII (2015-16)

SAMPLE QUESTION PAPER II
GRAPHIC DESIGN (Theory)
Class XII(2015-16)

TIME: 3 HOURS   **MAX. MARKS: 70**

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General Instructions

1. **The question paper is divided into two sections A and B.**
2. **Section A is theory part based on the textbook and is of 40 marks.**
3. **Section B is Application Based. This is of 30 marks.**
4. **Students will have to attempt 20 questions in all. Some questions have internal choice.**

Note: Students need to carry pencil colours for application based answers.
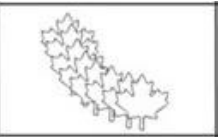
Section A

Q.N.	*Answer the following questions in three to five sentences each.* **(1x5=5)**
1	What is Semiotic?
2	Define message in your own words.
3	What does 'K' stands for in 'CMYK'?
4	Which aspect of 'Functions of design' is represented in 'Form'?
5	Define the role of Print Media.
	OR
	What is the use of Layers?
	Answer the following questions in 80-100 words each. **(3x4=12)**
6	For the elimination or selection of ideas, which criteria should be applied? And why?
7	Why drawing from observation is important? Also suggest a way to improvise drawing skill.
8	What are the different types of layout?
9	'Electronic Media is very important for today's generation'. Elaborate the statement by explaining two electronic mediums.
	OR
	'Website is considered as an essential tool for a company'. Explain the statement and list two types of website.

	Answer the following questions in 100-120 words each. **(5x3=15)**	
10	What is complimentary color scheme? Quote some examples of such colors.	
11	For a campaign on 'Cleanliness' which media you feel is most appropriate and why?	
12	For marketing a newly launched company, write the role of public relations.	
	OR	
	While designing an e-learning website what key points will you keep in mind and why? Explain.	
	Answer the following question in 150 - 200 words each. **(8x1=8)**	
13	Define the term Design Process? Give a broad outline of the design process a designer has to follow explaining each stage.	
	OR	
	In your opinion what would happen if the design is functional but not aesthetic? Justify your answer.	

Section B

	Answer the following questions. **(3x4=12)**	
14	Within a triangle create a design by taking any floral pattern of your choice using your creativity.	
	OR	
	Write a slogan of two or three words of your choice, on 'Importance of Education', using any two colours.	
	Take any three numbers arrange them within a square of 6"x6" to form a design, using any	

15	3 colours.
16	Using the light and shade effect, write your name in Hindi typography of height 2".
17	Design a symbol for 'Teach India Campaign' using 2 colours within a size of 4"x4". Also justify the symbol and its association with topic.

Answer the following questions. **(5x2=10)**

18	Design a poster on 'Save the Girl Child' with a slogan, within a size of 5"x7". Also, justify the design of poster.
19	Identify the two main categories of digital images and explain them.

<div align="center">OR</div>

Write a headline and subheading for promoting 'Sarson Mobile Phones'. Also justify the headline and its relevance.

Answer the following questions. **(8x1=8)**

20	Referring to the given image below explain colour wheel and Identify the primary, secondary and tertiary colours. Using any three colours from the given image create a design for textile print within a size of 3''x 3'' square.

<div align="center">OR</div>

Identify the principles of compositions through the given visuals and create a design pattern by using any of the given motif with two colours only within a circle of diameter 2''.

| | | 5. | 6. | 7. |

GRAPHIC DESIGN
Section A

Q.N.	*Answer the following questions in three to five sentences each.* **(1x5=5)**
1	**What is Semiotic?** Semiotics is related to meaning and theme of content. *(1 mark for above or any other correct definition.)*
2	**Define message in your own words.** Semiotics is related to meaning and theme of content. *(1 mark for above or any other correct definition.)*
3	**What does 'K' stands for in 'CMYK'?** 'K' stands for Key (Black) in 'CMYK'. *(1 mark for above or any other correct answer.)*
4	**Which aspect of 'Functions of design' is represented in 'Form'?** Form represents the aesthetic aspect of 'Functions of design'. *(1 mark for above or any other correct answer.)*
5	**Define the role of Print Media.** Print media is the largest single organized advertising medium in India. Newspapers, magazines, posters, books, brochures and journals are different types of print media which caters different types of people and market. *(1 mark for correctly defining print media or the role of itOR 1 mark for explaining the same through an appropriate example.)* **OR** **What is the use of Layers?** Layer is an important feature of digital image making. *(1 mark for above or any other correct answer.)*
	Answer the following questions in 80-100 words each. **(3x4=12)**
6	**For the elimination or selection of ideas, which criteria should be applied? And why?** In a recursive process a designer generates number of ideas and then applies various criteria to evaluate and eliminate many ideas and then selects final solution based on certain other criteria. If the solution is not up to the full satisfaction then again number of ideas are generated based on the previous ideas or completely from the scratch. *(1.5 marks for defining Criterion, 1.5 marks for giving justification.)*
7	**Why drawing from observation is important? Also suggest a way to improvise drawing skill.** Drawing from observation is important because it starts with memory drawing.

To make a good drawing, one needs to improve analytical observation and have a clear idea of structure and visible form to be drawn as an image. It is also called as drawing from actual or real.

(1 mark for writing the correct reason. 2 marks for writing the exact technique for improvement in drawing.)

8

What are the different types of layout?

Different types of layouts can be classified into three categories:

1. Text dominant
2. Image dominant
3. Image and text

(One mark for each layout name along with their definition. ½ marks for mentioning only name of the layout.)

9

'Electronic Media is very important for today's generation'. Elaborate the statement by explaining two electronic mediums.

Electronic Media gives ample scope for today's generation to explore and reach the target audience with a wise coverage. It attracts attention and can be reached in its own language with not too high cost. For example radio, television, film, online newspaper.

(1 mark for elaborating statement and 2 marks for explaining two electronic mediums)

OR

'Website is considered as an essential tool for a company'. Explain the statement and list two types of website.

A website is a collection of web pages that provide various types of information. These web pages contain documents, images, animation, videos or other digital assets. They also offer broad array of resources and services like email, chats, forums, games, news, online shopping etc. The types of websites are static website, personal website, corporate website, dynamic website, E-commerce website, Gaming website, E-learning website, portals, blogs, web directories, web based applications.

(2 marks for elaborating statement and 1 mark for writing the name two types of websites)

Answer the following questions in not more than 100-120 words each. **(5x3=15)**

10

What is complimentary color scheme? Quote some examples of such colors.

Colors that are opposite to each other on the color wheel are considered to be complementary colors. They are also called contrasting colors. For example: 'red and green', 'blue and orange', 'yellow and violet'.

(3 marks for appropriate definition along with the explanation and 2 marks for writing two or more examples.)

11

For a campaign on 'Cleanliness' which media you feel is most appropriate and why?

Campaigns are designed with different reasons and objectives. For the campaign on cleanliness 'Social Awareness' non product campaign category will be chosen where these campaigns do not promote any product , they are for advertising and promoting services. These campaigns are designed to create social awareness for the upliftment and betterment of our society. These could be released by the state authorities or non

governmental organization like NGO's. These could be projecting our constitutional and civil rights, education, health, right to information, consumer awareness, social evils like literacy, dowry, female foeticide, drug, abuse and ragging etc.
(3 marks for identifying the campaign media and 2 marks for giving justification of the chosen media.)

12

For marketing a newly launched company, write the role of public relations.

For marketing a brand, human networking and contacts helps in various ways. They help in:
- Easy access to large section of society.
- Execution of plans and programs to earn public understanding and acceptance.
- Building long term relationships with the customers.

(2 marks for identifying the relevant points on the role of public relations on marketing and 3 marks for giving detailed explanation of any 3 points. OR 5 marks for mentioning 5 relevant points along with their brief description.)

OR

While designing an e-learning website what key points will you keep in mind and why? Explain.

Many websites provide online educational and training facilities. A graphic designer has to keep in mind various designing aspect for creating and e-learning website.

A graphic designer should be aware about the scheme of classification and various effective aspects depending upon the purpose of the website and how it will target the audience.

(5 marks for mentioning 3 relevant key points along with their justification of considering them.)

Answer any one of the following question in 150 - 200 words each. **(8x1=8)**

13

Define the term Design Process. Give a broad outline of the design process a designer has to follow explaining each stage.

Design process is a multistage process. It involves creative phase as well as non-creative phases. Apart from the creative capabilities, a designer needs to develop other capabilities such as observation, research, coordination and management, technical knowledge, and persuasive capabilities. The design process as it is practiced can be split in various phases which can happen simultaneously or recursively depending on the situation.

The designer is burdened with administrative responsibilities, financial constraints and design advocacy. In all these four situations design process is practiced in different ways. In the first situation designer has the most freedom. In the second and third situation designer has a reasonable freedom while in the forth situation, the designer has more struggle and less freedom.

Stage 1
Design brief
- Identification of a design problem

- Research, positioning the design project
- Requirement analysis
- Finalisation of the brief

Stage 2
Creative processes
- Preparation and observation
- Explorations and ideation
- Analysis and selection

Stage 3
Planning and Execution
- Concept generation
- Assets creation and collection
- Visual design

Stage 4
Prototype or Dummy
- Testing, approval, final design

Stage 5
Implementation
Stage 6
Report
Stage 7
Review and Assessment

(2 marks for the term design process and 6 marks for explaining each aspect of the stage of design process.)

OR

In your opinion what would happen if the design is functional but not aesthetic? Justify your answer.
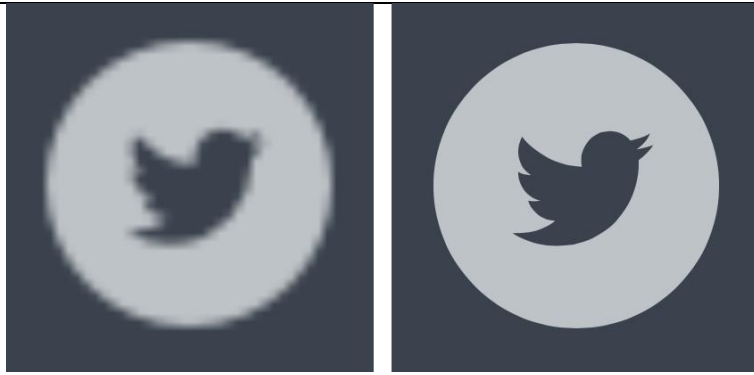- Design has function as well as some purpose. In theoretical terms, ability of design is to fulfill the function or purpose. It is called as teleology of design.
- Another aspect of design is called content or meaning of design that can be broadly called as semiotic value of design.
- Apart from the main function of the design is to communicate the message and the users should be able to recognize the particular design.
- A designer is always aware about the formal beauty or aesthetic value, functionality, communicability or utilitarian value and semiotic value of the meaning of a design at an intuitive level.
- Aesthetics has always been associated with artistic activities where individual elements are organized within a compositional space to achieve the organic unity.
- We are often amazed by the certain ornamentation being drawn or incised on a mud pot or a water container, yet these marks may not have any bearing on the functionality of the object just has the overall visual appeal.
- Teleological or the functional concerns are at the core of any design choice as far as the user is concerned. User will not accept a design if it does not serve the purpose.

(4 marks for mentioning 4 or more points in support of your answer 4 marks for full explanation of the points.)

Section B

	Answer the following questions.	**(3x4=12)**
14	**Within a triangle create a design by taking any floral pattern of your choice using your creativity.** - Different floral patterns - Proportion, creativity, balance of patterns - Finishing the design *(1 Mark Different floral patterns used in the design,1 mark for Proportion, creativity, balance of patterns and 1 mark for Finishing the design.)* **OR** **Write a slogan of two or three words of your choice, on 'Importance of Education', using any two colours.** *(2 marks for slogan, creative writing, symmetry & other proportional aspect and 1 mark for coloring it).*	
15	**Take any three numbers arrange them within a square of 6"x6" to form a design, using any 3 colours.** *(2 marks for designing within the given specifications, arrangement & finishing.1 mark for creativity.)*	
16	**Using the light and shade effect, write your name in Hindi typography of height 2".** *(1 mark for writing name in Hindi typography and 2 marks for light and shade.)*	
17	**Design a symbol for 'Teach India Campaign' using 2 colours within a size of 4"x4". Also justify the symbol and its association with topic.** *(2 marks for creative symbol formation & it's relevance with the topic and 1 more mark for coloring it.)*	
	Answer the following questions.	**(5x2=10)**
18	**Design a poster on 'Save the Girl Child' with a slogan, within a size of 5"x7". Also, justify the design of poster.** *(1 mark for designing poster on the given topic, 1 mark for the creativity, 1 mark for designing within the given specifications and 2 marks for describing the relevance of the poster.)*	
19	**Identify the two main categories of digital images and explain them.**	

(2 mark for identifying the images and 1.5 mark each for explaining each term.)

OR

Write a headline and subheading for promoting 'Samsung Mobile Phones'. Also justify the headline and its relevance.
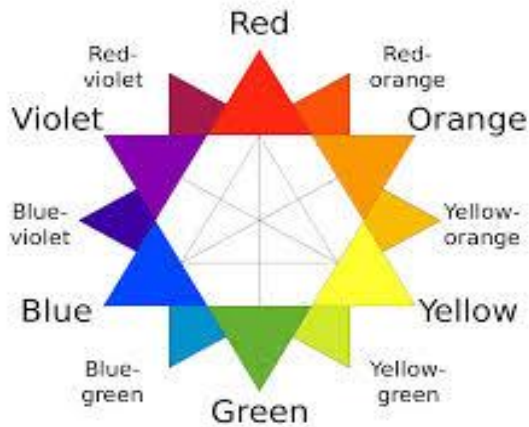* (2 marks for headline, 2 marks for sub heading, 1 mark for justification)*

|	
Answer the following questions.	**(8x1=8)**

20	**Referring to the given image below explain colour wheel and Identify the primary, secondary and tertiary colours. Using any three colours from the given image create a design for textile print within a size of 3''x 3'' square.**

(1 mark for explaining colour wheel, 3 marks for identifying primary, secondary and tertiary colours, 4 mark for creating the design for textile print)

OR

Identify the principles of compositions through the given visuals and create a design pattern by using any of the given motif with two colours only within a circle of diameter 2''

10
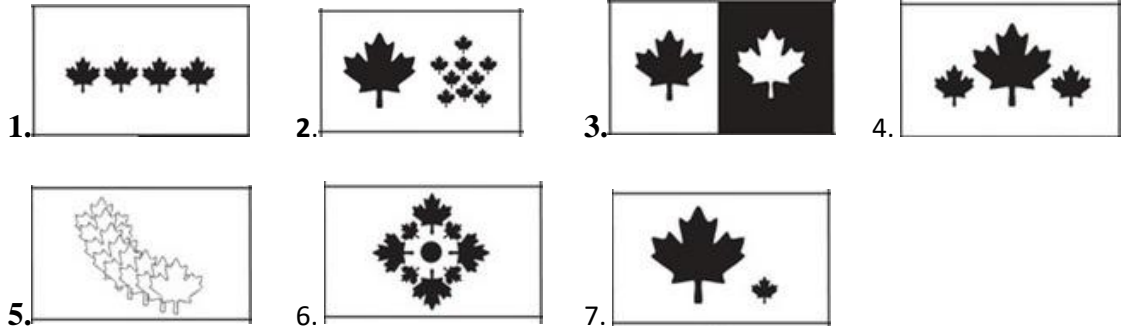
Principles are present in all the effective art forms in different nature and importance. There are seven principles considered in an order of growing complexity – Pattern, Rhythm, Contrast, Unity, Proportion, Balance, and Harmony.

Visual identification:

1. PATTERN
2. BALANCE
3. CONTRAST
4. UNITY
5. RHYTHM
6. HARMONY
7. PROPORTION

(3.5 marks for identifying seven principles and 4.5 for designing a pattern using above motifs.)