Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2018

Course	:	**BCAMUL**	**Date**	:	**7/7/2018**
Subject Code	:	**BCAMUL-301(Graphics)**	**Time**	:	**11:00 to 02:00**
Subject Name	:	**Drawing & Sketching**	**Duration**	:	**03 Hours**
			Max. Marks	:	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Write a note on Contemporary art.
2. Write not on Art Styles in India
3. Discuss the role and importance of sketching in Art and other fields.
4. Discuss Stencil and screen-printing.
5. What are properties of color, explain hue, saturation and value?

Section B

Answer the following (Attempt any four) **(20)**

1. What is importance of story Boarding? Explain.
2. What is Line of action? Draw an example
3. Define attitude and Expression in context to Character Design?
4. What is perspective drawing,
5. Define Fine Art, give examples.
6. What is Ink-jet printing?

Section C

Part – A (Multiple Choice Questions) **(10)**

1 Advertising on signs that are located in public places.
- A Publications
- B Outdoors
- C Exterior advertisements
- D None of above

2 One of the strongest mediums of marketing in today's industry.
- A None of above
- B Marketing
- C Posters
- D Advertising

3 In Graphic Design it is a process in which an image is reproduced on a surface, such as paper.
- A Printing
- B projection
- C Publishing
- D None of above

4 It uses jets of ink droplets controlled by computer signals to print variable information.
- A Ink-jet printing
- B Dot Matrices
- C Jet Print
- D None of above

5 Electro photographic printing is called
- A photo state
- B Photocopying
- C Electromagnetic
- D None of above

6 In stencil and screen-printing, also known as

A Of set Printing B Letter Press Printing

C Porous printing D Digital Printing

7 Intaglio printing also known as

A Screen Print B Gravure printing

C Photocopy/print D None of Above

8 The pure colours are also called :

A Hue B Value

C Contrast D Saturation

9 It is Sharpness/focused area within the image (near to furthest).

A Depth of field B Focal length

C Shadow D Reflection

10 Water colours are water soluble contains

A Pixels B Pigments

C Dust D Dry Water

Part – B (Do as Directed) (10)

1 The commercial art is basically is _____And Branding(advertising/Marketing)

2 The word calligraphy means beautiful _____ (Hand Writing/Typing)

3 Story Board is visual representation of _____(File Script/Comic art/Poetry)

4 Sketching is very useful for an artist and _____ (Designer/Actor/Musician)

5 Hatching is a drawing technique used for creating _____in an artwork(depth/contrast/Shading)

6 Red and Green are complimentary colors also called_____(opposite/tint/Shades)

7 RGB color system is used for mainly for _____Design (Web/Print)

8 Perspective is a geometric technique to create _____(Contrast/Depth)

9 The water color paints are made up _____(Pigments/Light/Pixels)

10 Red is the color that has high _____ that and gain attention(Contrast/Intensity)