GRAPHIC DESIGN – CODE NO. 071
Class XII
DESIGN OF THE QUESTION PAPER

3 hours **One paper** **70** **Marks**

Section-wise Weightage of the Theory   Paper

Areas of Learning	Marks
Theory **Section A (Reader)** **40 marks** **Section B** **30 marks** Application of Design	**70**

I.   THEORY
SECTION A **40 Marks**

1. . Definitions :

    Five definitions out of **six** based on textbook in three to five

    sentences. [Five definitions one mark each (1x5)] 05 marks

2.   **Four** out of **five** short questions based on textbook (80-100 words).

    [Four questions of 3 marks each (4x3)] 12 marks

3.   Long questions : T**hree** questions out of **four** based on textbook (100-120   words)

                [Three questions of five marks each (3x5)] 15 marks

4. Essay Type :   **One** essay type question out of **two** based on textbook (150-200 words)

    [One essay type question of 8 marks] 08 marks

SECTION B **30 marks**

5. **Three** questions out of **four** short questions on drawing a design pattern

    based on the given input 12 marks

6. **Two** questions out of **three** on designing a motif or a pattern

     based on the given input. 10 marks

7. **One** question out of **two** on designing any of the following types

    (brochure/logo/letter head/ book cover / poster / textile print/

     jewelry) 08 marks

<u>Sample Question Paper</u>
Graphic Design
Class-XII
March 2010 Examination

General Instructions

1. *Question paper is divided into two section A and B*
2. *Section A is theory based and section B is Application Based*
3. *Each section is compulsory*
4. *Section A has weightage of 40 marks and Section B has a weightage of 30 marks*

SECTION A

Q1. Answer any **five** in not more than 20 words each: (1x5=5)
    (a) What is a fill tool?
    (b) What is the use of a patch tool?
    (c) What is brush tool? Write steps of modifying it to an airbrush tool.
    (d) What are the advantages of using layers in editing software?
    (e) How distort is different from skew in typography?
    (f) Differentiate between smudge and blur tool.

Q2. Answer any **four** in not more than 50 words each:
    (a) Differentiate between raster and vector based software? (3x4=12)
    (b)Define typography.
    (c) What is design according to David Pye's concept?
    (d) Define the three qualities (differences) of colors.
    (e) What is the theory of functionalism of design?

Q3. Answer any **three** in not more than 75 words each (5x3=15)
    (a) Describe any three methods of making a selection. Also give steps to modify the
       selection.
    (b) Write the steps to annotate and automate an image.
    (c) Name and describe in your own words, the different methods of creating contrast in a design.
    (d) Discuss how you can show distance using basic principle tools of design.

Q4. Answer any **one** in not more than 150 – 200 words: (8x1=8)

    What are the various ways in which social and religious life has affected the design forms
    of various regions in India? Write with example.
                            Or
    Write down the peculiarities and diversities of at least two different design practices within your
    locality.

SECTION B

Q5. Attempt any **three** questions out of four given below:
    (a) Create a repetition pattern of size 6"x 6"with geometrical shapes. (3x4=12)
    (b) Make a color wheel of primary, secondary and tertiary colours.
    (c) Align the following using **four** methods of aligning text.

        **Teachers are more to be respected, since parents gave us lives and teachers, the art of
        living.**

(d) Select an object of an urban design and modify it.

Q6.   Attempt any **two** questions out of three given below: (2x5=10)

    (a) Sketch a landscape 5"x7" (approx) in size and place a slogan on the image giving message on nature conservation.
    (b) Select a utilitarian object of your choice and design one way of its representational use.
<div align="center">Or</div>
    Draw a landscape using traditional symbolic patterns

Q7.   (a) Write and transform the name of a flower in the basic shapes like circle, square, Triangle.
<div align="right">(1x8=8)</div>
<div align="center">Or</div>
Draw a shape of a vase and create texture of wood or glass as if done with special effects filters.

Marking Scheme
Graphic Design
Class XII

SECTION A
Q1. Attempt any five parts out of the six given: (1x5=5)
(a)   What is a fill tool?
Ans :   Fill is a tool available in all the graphic softwares to fill an area with colour.It fills any closed
          boundary selected area with a selected colour.

* 1 mark for the above or any other correct answer

(b)   What is the use of a patch tool?
Ans :   It blends a source selection or pattern into a targeted area. To patch with a selection from an
          image, click Patch-> source from the option bar and make a freeform selection. Click Destination
          and drag the selection to the area to be repaired. To patch with a pattern, select Patch-
          >Destination, and outline the desired patch.
                                                              * 1 mark for the above or any other correct answer.

(c)   What is brush tool? Write steps of modifying it to an airbrush tool.
Ans :   Brush is a tool to apply colour to your image in a variety of ways in painting and editing tools.In
          addition , one can create new brushes of various sizes, hardness, spacing , roundness and angle.
          Following steps are to be taken , to modify it to an Airbrush:
          Select Brushes->brush presents ->Brush tip shape ->Airbrush.
* ½ mark for correctly describing Brush tool.
   ½ mark for mentioning the steps of Airbrush tool.
(d)   What are the advantages of using layers in editing softwares
Ans :   Layers gives the power of representing an image in 3-D .Though the images appear on flat
          screen, layers gives it the third dimension. Beyond the height and width , they create depth also.
                                                              *1 mark for the above or any other correct answer.

(e)   How distort is different from skew in typography?
Ans :   Distort is to stretch a selection or layer contents along with its axes unlike the Skew where slant is
          possible along one axis, either vertically or horizontally.
                                                              * 1 mark for the above or any other correct answer.
                                                                                                    or
                                          ½ mark for defining Distort and ½ mark for defining Skew.

(f)   Differentiate between smudge and blur tool.
Ans :   Smudge moves one area of colour into another while blending and mixing the colours as they are
          moved, simulating charcoal or pastel effects unlike Blur which softens an area by decreasing the
          relative contrast of adjacent pixels.
                                                              * 1 mark for the above or any other correct answer.
Q2.   (a) Differentiate between raster and vector based softwares?
Ans :   Vector graphics are composed of lines and objects that define their shapes.On the contrary Raster
          images consist of a grid of little squares called Pixels. That is why Raster images are sometimes
          called bitmaps. These images when enlarged, sometimes get distorted. On the other hand Vector
          images are resolution independent.
                                                              * 3 marks for the above or any other correct answer.
                                                                  1 ½ marks for explaining each type.

(b)   Define typography.
Ans.   The art of printing with movable types is described as typography. It is a discipline. Various type faces are used in printing such documents according to the need.
*3 marks

(c)   What is design according to David Pye's concept.?

Ans :   David Pye in his book 'Nature Of Life ' specified some conditions of design :
1. The design must follow the essential principles of composition.
2. Each part of the design must be geometrically related with each other.
3. The parts of the design must be robust.
4. The design should avoid possible unwanted results.
5. Design should be properly accessible by the user.
6. Any other answer.
* 1mark for any three correct points.

(d) Define the three qualities (differences) of colors.
Ans :
Hue: This lets you alter the basic colour characteristics of your image. This is the position of the colour on a colour wheel. When H radio button is selected, the slider displays the spectrum of all the available Hues.
Value: The value of the colour is the brightness or darkness of the colour. Lower value produce darker colour with, zero percent equaling black and higher value produce lighter colour, with 100 5 equaling white.
Saturation: The color field on the left determines the saturation and brightness of the Hue. Saturation is the intensity of the particular hue.

* 1 mark for each correct description.

(e)   What is theory of functionalism of design ?
Ans :   It says that the form of artifact should follow function. Later or more balanced opinion prevailed which argued that the function of design may act as a guiding principle but dictate the form of beauty of design.
* 3 marks for above answer.

Q3.   (a) Describe any three methods of making a selection. Also give steps to modify the selection.   (5x3=15)

(b)Write the steps to annotate and automate an image.
Ans (a): The three methods of selection are

(a) Marquee Selection (Rectangular, Elliptical)

(b) Laffoo .freehand selection (magnetic method) using polygon tool

(c) Layers selection > channel> high contrast (b/w)> {load selection}> automatic marking

(d) Quick mark selection   (press q to get the sharp edges)

For modification: - Shift control and alt e

Ans (b) : Annotate : You can create an annotation as either a sticky note or an audio recording.
To create a written annotation:
Click Notes tool->click the image->enter the information on the sticky note -> click close.
To record an audio annotation:

Click the Notes tool and hold down the mouse to expand the palette. Choose the Audio annotation tool. Click the image and dialogue box appears. Click the Start button to record. Click Stop when completed.

* 2 ½ marks for correctly mentioning the steps of each Annotation and Automation separately .

(c)   Name and describe in your own words, the different methods of creating contrast in a design.

Ans.   Contrast in design is created by placing elements together with distinctive qualities to get a visual attraction or meaning.
Colour Contrast: when two colours are placed near another colour they effect each other's qualities (hue, value and intensity)
Linear Contrast: When two different lines are placed near each other they effect each other's direction and movement.
Textural Contrast: When two distinctive textures are placed together it creates certain visual stimulation in the design.
Proportional Contrast: When similar form or shape is placed together with different proportions it creates visual meaning in a design or suggest distance.
Tonal Contrast: when different tones are places together light and shade is created giving illusion of depth.

                               *1 mark for each point and description or any other correct answer.

Q4.   What are the various ways in which social and religious life has affected the design forms of various regions in India? Write with example.   (8x1=8)
   Ans:
- Write the reason of formal peculiarities evolving from the specific needs from both religious and secular in the particular context or environment.
- Classification of the ways in which Religious and social life has effected design forms
    1. Ritualistic (with example)
    2. Utilitarian (with example)
- **Any other correct answer**

                       Or

Write down the peculiarities and diversities of at least two different design practices within your locality.

Ans:
- Name of the different design practices in locality and in which occasion.
- Example: Alpana and Mehendi
- Alpana: Definition, nature and symbolism, and technique(methods and materials)
- Mehendi: Definition, nature and symbolism, and technique(methods and materials)
- **Any other correct answer**

SECTION B

Q5.   (a) Create a repetition pattern of size 6"x 6"   with geometrical shapes.   (3x4=12)
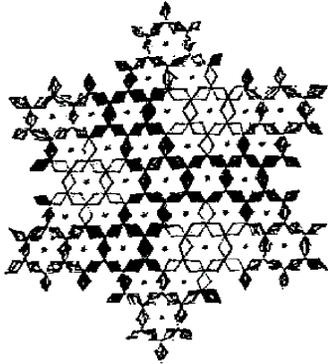
(b) Make a color wheel of primary, secondary and tertiary colors.

Ans: As taught in the class by the instructor keeping the standards of circular colour wheel diagram

(c)   Align the following using four methods of aligning text.

Teachers are more to be respected, since parents gave us lives and teachers, the art of living.
Ans.

Teachers are more to be respected,

since parents gave us lives and teachers,

the art of living.

Teachers are more to be respected,

since parents   gave   us   lives

and teachers,   the art of   living.

Teachers are more to be respected,

since parents gave us lives and teachers,

the art of living.

Teachers are more to be respected,

since parents gave us lives and teachers,

the art of living.

d)   Select an object of an urban design and modify it.

Ans: A Street light is modified to look like a figure and also work as direction signage, a design which is both useful and aesthetically appealing
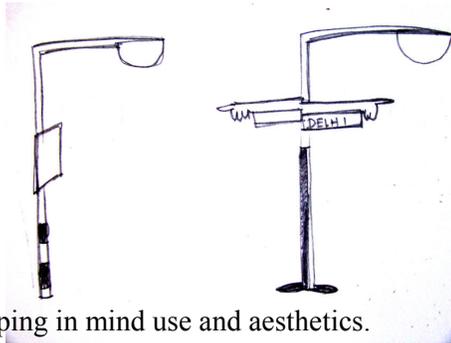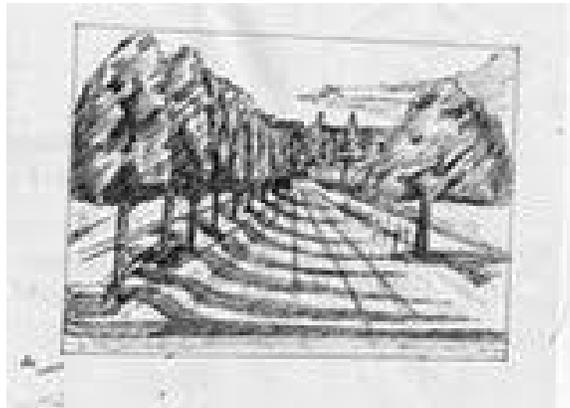

Any other design is also correct keeping in mind use and aesthetics.

Q6. Attempt any two questions out of three given to you   (2x5=10)

(a)   Sketch a landscape 5"x7" (approx) in size and place a slogan on the image giving message on nature conservation.

"Reuse   the   past,   Recycle   the   present,   Save   the   future!   GO   GREEN!"

* 4 marks for the correct pattern and 1 mark for an appropriate slogan.

(b)   Select a utilitarian object of your choice and design one way of its representational use.

Ans: A teacup is made to look like face of carton character for children to drink from it too as well as adults.

Any other design is also correct keeping in mind use and aesthetics

Or

Draw a landscape using traditional symbolic patterns
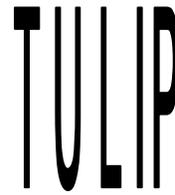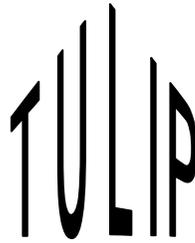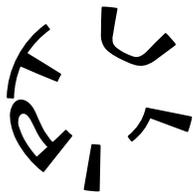Ans: Simple patterns which are symbolic used in different tradition are incorporated to make a
        Landscape
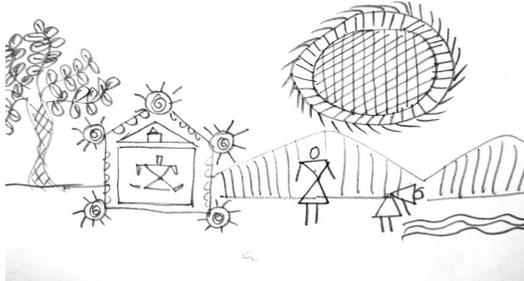
Any other design is also correct keeping in mind use and aesthetics

Q7.(a) Write and transform the name of a flower in the basic shapes like circle, square,
Triangle.

(1x8=8)

Or

Draw a shape of a vase and create texture of wood or glass as if done with special effects
Filters.

Ans:

Any other style is also correct keeping in mind effect and aesthetics