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Paper ID: WD002**Course Code:** CCWAD-02T

Examination (January - 2024)
Certificate/ Diploma (Semester-I)
Programme in Web Application Development

Principles of Design

Time Allowed: 2 Hours **Max. Marks: 70**

Instructions for the Students

1. The question paper shall consist of 70 Multiple Choice questions.
2. All questions are compulsory. Each question carries 1 mark.
3. There will be no negative marking.

Q 1. What is the primary focus of "Communication Design" in graphic design? a) Creating visually appealing images b) Conveying a message through visual elements c) Using intricate patterns and textures d) Balancing formal elements	**Q2. Which term refers to the basic building blocks of graphic design, including points, lines, and shapes?** a) Elements of Design b) Formal Elements c) Graphic Elements d) Design Principles
Q3. What is the role of "Lines" in graphic design? a) To add color to a design b) To create patterns c) To provide structure and convey movement d) To define the texture of an image	**Q4. How do "Basic Design Elements" differ from "Formal Elements of Design" in graphic design?** a) They are synonyms. b) Basic Design Elements are foundational, while Formal Elements add complexity. c) Basic Design Elements are complex, while Formal Elements are foundational. d) They have no relation to each other
Q5.What is the primary function of "Texture" in graphic design? a) To add color to a design b) To create patterns c) To evoke a sense of touch and depth d) To define the shape of an image	Q6. **Which principle is concerned with the relationship between positive and negative space in a design?** a) Contrast b) Emphasis c) Unity d) Space
Q7 **What is the primary function of "Form" in graphic design?** a) To create patterns b) To add color to a design c) To define the shape and structure of an object d) To evoke emotions	Q8 **What does the term "UI" stand for in the context of design?** a) Unified Icons b) User Interaction c) Unique Illustrations d) User Interface

Q9. **Which of the following is NOT a "Formal Element of Design"?** a) Color b) Line c) Space d) Harmony	Q10 **What is the significance of "Harmony" in graphic design?** a) Creating a visually interesting layout b) Balancing elements to create a unified and cohesive design c) Emphasizing certain elements to capture attention d) Using a variety of colors to enhance aesthetics
Q11 **In the context of graphic design, what is the purpose of "Emphasis"?** a) To create unity b) To highlight certain elements and create focal points c) To add variety to the design d) To convey a message through visual elements	Q12. **Which design principle is related to the arrangement and organization of elements in a design?** a) Contrast b) Proximity c) Repetition d) Alignment
Q13. **What role do "Lines" play in design?** a) To add color b) To convey movement and structure c) To create patterns d) To define the shape of an object	Q14 **What is the primary focus of "Basic Colour Theory" in graphic design?** a) Creating visually appealing layouts b) Understanding the psychological impact of colors c) Using intricate patterns and textures d) Balancing formal elements
Q15 **How does "Contrast" contribute to color in graphic design?** a) It creates a sense of balance b) It enhances readability c) It adds complexity to the design d) It evokes emotions	Q16 **What is the significance of "Colour Association" in design?** a) It focuses on the anatomy of colors b) It explores the laws of gestalt c) It studies the relationship between colors and emotions d) It emphasizes visual hierarchy
Q17 **In "Typography: Type Anatomy," what does the term "Type Anatomy" refer to?** a) The study of different font styles b) The structure and components of letterforms c) The arrangement of type on a page d) The use of colors in typography	Q18 **What are the "Categories of Type" in typography primarily based on?** a) Font size b) Typeface family c) Letter spacing d) Color saturation
Q19 **How does "Readability" differ from "Legibility" in the context of using types in design?** a) They are synonymous. b) Readability refers to the clarity of individual characters, while Legibility concerns overall text comprehensibility. c) Legibility refers to the clarity of individual characters, while Readability concerns overall text comprehensibility. d) They have no relation to each other.	Q20 **How are the "Laws of Gestalt" relevant to typography?** a) They define the anatomy of typefaces b) They govern the use of color in design c) They explain how humans perceive and organize visual information d) They regulate the spacing between letters
Q21 **What role does "Emphasis" play in the composition of type for visual hierarchy?** a) To create unity b) To highlight certain elements and create focal points c) To add variety to the design d) To evoke emotions through color	Q22. **How does "Colour" contribute to visual hierarchy in design?** a) By organizing elements based on size b) By creating a sense of balance c) By using contrasting colors for emphasis d) By adjusting letter spacing
Q23. **What is the primary focus of "Composition and Type-Visual Hierarchy" in graphic design?** a) Creating visually appealing color palettes b) Exploring the laws of gestalt c) Organizing elements to guide viewer attention d) Studying the anatomy of typefaces	Q24 **What is the primary focus of "Layout" in graphic design?** a) Choosing the right color palette b) Arranging visual elements on a page c) Understanding the psychology of typography d) Applying filters to images

Q25. **What are the primary goals of "Layout Designs"?** a) Adding complexity to the design b) Enhancing readability through typography c) Creating visually appealing color palettes d) Organizing visual elements to communicate effectively	Q26. **How do "Layout Grids" contribute to graphic design?** a) By providing a structure for arranging visual elements b) By selecting appropriate color schemes c) By creating intricate patterns d) By adjusting letter spacing in typography
Q27. **What is the significance of "The Golden Ratio" as a compositional tool in layout design?** a) It determines color harmony b) It guides the arrangement of visual elements for aesthetic balance c) It regulates the spacing between letters d) It defines the anatomy of typefaces	Q28. **What are the design guidelines for web layouts primarily concerned with?** a) Selecting appropriate typefaces b) Organizing visual elements for print c) Balancing formal elements d) Optimizing the user experience and functionality on website
Q29. **How are "Form and Space" used as design elements in web design?** a) By creating visually appealing color palettes b) By organizing visual elements for print c) By balancing positive and negative space d) By applying filters to images	Q30. **What are "Gestalt Principles" in design primarily concerned with?** a) The arrangement of visual elements on a page b) The anatomy of typefaces c) The laws governing color harmony d) How humans perceive and organize visual information
Q31. **What does the "Law of Pragnanz" (Good Figure, Law of Simplicity) emphasize in design?** a) The importance of intricate patterns b) The clarity and simplicity of visual elements c) The use of contrasting colors for emphasis d) The application of complex filters to images	Q32. **How does the principle of "Closure" influence the perception of visual elements?** a) By organizing elements based on size b) By creating a sense of balance c) By completing incomplete shapes or forms in the viewer's mind d) By using contrasting colors for emphasis
Q33. **What does the principle of "Proximity" emphasize in design?** a) The importance of color contrast b) The arrangement of related elements close to each other c) The use of intricate patterns d) The clarity of individual characters in typography	Q34. **How does "Continuation" contribute to visual perception in design?** a) By organizing elements based on size b) By guiding the viewer's eye along a path or direction c) By adding complexity to the design d) By using a variety of colors to enhance aesthetics
Q35. **What role does "Figure and Ground" play in the perception of visual elements?** a) Balancing positive and negative space b) Creating intricate patterns c) Adding complexity to the design d) Emphasizing certain elements through color	Q36. **What is the primary focus of "Web User Interface Design"?** a) Creating visually appealing layouts b) Enhancing readability through typography c) Optimizing the user experience on websites d) Applying filters to images
Q37. **Why is understanding the web important in user interface design?** a) To create intricate patterns b) To optimize web performance c) To focus on aesthetics only d) To regulate letter spacing in typography	Q38. **What do "Aesthetical Values" refer to in the context of web design?** a) Balancing positive and negative space b) Emphasizing certain elements through color c) Creating visually appealing color palettes d) The visual appeal and beauty of the design
Q39. **How is "Usability" defined in web user interface design?** a) The visual appeal of a website b) The effectiveness and efficiency of user interactions c) The use of intricate patterns d) The organization of visual elements on a page	Q40. **What is the "Trade-off" in web design referring to?** a) Balancing positive and negative space b) The compromise between aesthetics and usability c) The use of media elements for emphasis d) The arrangement of related elements close to each other

Q41. **How do "Media Elements" impact web performance?** a) They have no impact on performance b) They can enhance or detract from a website's speed and responsiveness c) They improve aesthetics without affecting performance d) They only affect the visual appeal of a website	Q42. **What is the effect of media elements on web performance?** a) They always improve performance b) They primarily slow down website loading times c) They have no impact on performance d) They only affect the visual appeal of a website
Q43. **In the context of web design, why is considering the impact of media elements crucial?** • a) To create intricate patterns • b) To balance positive and negative space • c) To optimize website speed and responsiveness • d) To regulate letter spacing in typography	Q44. **What role do media elements play in web user interface design?** • a) They primarily focus on aesthetics • b) They enhance user interactions and engagement • c) They regulate letter spacing in typography • d) They create a sense of balance
Q45. **How does understanding the impact of media elements contribute to effective web design?** a) By creating visually appealing color palettes b) By optimizing website speed and responsiveness c) By emphasizing certain elements through color d) By arranging visual elements on a page	Q46. **What is the primary purpose of a "Personal Website"?** a) To share photos with a community b) To promote a writer or author's work c) To provide information about a person and their interests d) To sell products online
Q47. **Which type of website is focused on sharing and organizing photos?** a) Personal Website b) Photo Sharing Website c) Writer/Author's Website d) Community Building Website	Q48. **What is the main goal of a "Writer/Author's Website"?** a) Selling products online b) Building a community of readers c) Sharing personal information d) Promoting writing and literary work
Q49. **Which type of website is designed for building a sense of community among its users?** a) Personal Website b) Photo Sharing Website c) Writer/Author's Website d) Community Building Website	Q50. **What is the primary focus of a "Mobile Device Website"?** a) Sharing personal information b) Providing an online business brochure/catalogue c) Optimizing content for mobile users d) Creating a community of readers
Q51. **Which type of website is characterized by regularly updated content in a chronological format?** a) Blog b) Informational Website c) Directory Website d) E-Commerce Website	Q52. **What is the primary purpose of an "Informational Website"?** a) Selling products online b) Providing information and resources on a specific topic c) Building a community of readers d) Sharing personal photos
Q53. **Which type of website serves as a digital business brochure or catalogue?** a) Online Business Brochure/Catalogue b) Directory Website c) E-Commerce Website d) Community Building Website	Q54. **What is the primary function of a "Directory Website"?** a) Selling products online b) Providing information and resources on a specific topic c) Listing and categorizing businesses, individuals, or websites d) Sharing personal photos
Q55. **What distinguishes an "E-Commerce Website" from other types?-** a) It primarily focuses on sharing personal information b) It provides an online business brochure/catalogue c) It facilitates the buying and selling of products or services online d) It builds a community of readers	Q56. **Which type of website is designed for buying and selling products or services online?** a) Blog b) Directory Website c) E-Commerce Website d) Community Building Website

Q57. **What differentiates a "Blog" from other types of websites?** a) It primarily focuses on selling products online b) It provides information and resources on a specific topic c) It features regularly updated content in a chronological format d) It serves as a digital business brochure/catalogue	Q58. **What is the primary focus of "Information Design: Web Usability"?** a) Creating visually appealing layouts b) Understanding users and optimizing web usability c) Applying filters to images d) Balancing formal elements in design
Q59. **What does "Excise" refer to in the context of information design?** a) Visual appeal of a design b) Unnecessary elements that hinder user experience c) A design technique d) Typography principles	Q60. **What are some examples of "Excise" in web design?** a) Interactive elements b) Clear navigation menus c) Unnecessary clutter and complexity d) Consistent color schemes
Q61. **How does "Interactive Design" contribute to eliminating excise in web design?** a) By adding unnecessary elements b) By enhancing user engagement and interactivity c) By using complex color schemes d) By introducing clutter in the layout	Q62. **What is the impact of "Excise" on web usability?** a) It improves user experience b) It enhances visual appeal c) It hinders user experience and creates confusion d) It has no impact on usability
Q63. **How does "Eliminating Excise through Interactivity" contribute to information design?** a) By adding unnecessary elements b) By simplifying design and improving user experience c) By introducing clutter in the layout d) By using complex color schemes	Q64. **What is the significance of "Eliminating Excise" in information design?** a) It adds complexity to the design b) It improves visual appeal c) It enhances user experience by removing unnecessary elements d) It has no impact on design principles
Q65. **What are some elements that are effective in "Eliminating Excise" in web design?** a) Clutter and complexity b) Consistent color schemes c) Interactive and user-friendly features d) Unreadable typography	Q66. **How does "Significance of Eliminating Excise" contribute to the overall design strategy?** a) It hinders user experience b) It adds unnecessary complexity c) It aligns with user-centered design principles and enhances usability d) It focuses solely on visual appeal
Q67. **Why is understanding users crucial in information design?** a) To prioritize visual appeal over usability b) To align design with user preferences and needs c) To add unnecessary elements for complexity d) To focus solely on typography principles	Q68. **What role does "Designing Techniques" play in information design?** a) Adding unnecessary elements b) Balancing formal elements c) Enhancing user engagement and interactivity d) Hiding information from users
Q69. **What is the primary focus of "Web Usability" in information design?** a) Adding unnecessary elements for complexity b) Enhancing user experience and ease of navigation c) Focusing solely on typography principles d) Hiding information from users	Q70. **Why is the "Understanding of Users" important in information design?** a) To add unnecessary elements for complexity b) To align design with user preferences and needs - c) To focus solely on typography principles d) To prioritize visual appeal over usability