

MAY ALMIGHTY ALLAH PROTECT US ALL FROM THIS PANDEMIC SITUATION

Department of Art & Design  
IQRA National University

FINAL SEMESTER ASSIGNMENT SPRING 2020

Course Code: FF-121

Program: BID

Course Title: Design Foundations

Module: Semester 1

Prerequisite: None

Total Marks: 40

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Student ID: **(16959)**

Note: Attempt all questions:

Q. No.	Part	Question	Marks
1.	(A)	What do you mean by center of interest?	2
	(B)	How to create proportion in a composition?	2
	(C)	What is harmony?	2
	(D)	What are the principles of design?	2
	(E)	What is bilateral symmetry?	2
2.		<b>True and False:</b>	5
	a)	Harmony attracts the viewer's attention and creates focal point. <b><u>(TRUE)</u></b>	
	b)	Group of similar objects shows proximity. <b><u>(FALSE)</u></b>	
	c)	Composition equally around a central point depicts approximate symmetry. <b><u>(FALSE)</u></b>	
	d)	Flowing rhythm is to going from the very small to the very large. <b><u>(FALSE)</u></b>	
	e)	Scale and proportion refer to the relative size of elements. <b><u>(TRUE)</u></b>	

3.	<p><b>Fill in the blanks:</b></p> <p>a) <b><u>BALANCE</u></b> is the arrangement of visual elements to provide equal visual weight.</p> <p>b) Repeated elements of design create <b><u>RHYTHM</u></b> in work of art.</p> <p>c) Composition with similar units can bring <b><u>HARMONY</u></b> in work.</p> <p>d) Symmetrical balance is also known as <b><u>FORMAL</u></b> balance.</p> <p>e) <b><u>UNITY</u></b> gives a sense of oneness to a visual image.</p> <p>f) Varying the elements creates <b><u>VISUAL EFFECT</u></b>.</p> <p>g) <b><u>PROPORTION</u></b> is the relationship in scale between one element and another.</p> <p>h) Artist used contrast to create <b><u>VISUAL INTEREST in</u></b> art.</p> <p>i) Elements of design are organized by the <b><u>VISUAL ELEMENT</u></b> of design.</p> <p>j) The principle of design that repeats elements to create the illusion of movement is <b><u>RHYTHM</u></b>.</p>	10
4.	<p>Write difference between symmetrical balance and asymmetrical balance?</p> <p>Define three ways of rhythm with examples?</p>	5 5
5.	<p><b>Choose the correct answer:</b></p> <p>a) Continuation in a composition creates <b><u>RHYTHM</u></b>. (variety, rhythm, proportion)</p> <p>b) Dominance relates with the <b><u>UNITY</u></b> as a principle of designs. (unity, harmony, emphasis)</p>	5

	c)	Un-evenly arranged objects are including in <u>asymmetrical</u> . (bilateral , approximate , asymmetrical)	
	d)	Analogous color scheme bring <u>harmony</u> in a piece of art. (harmony, unity, balance)	
	e)	Pattern is developed with the help of <u>SHAPE</u> . (shape, motif, design)	

**Q#1 (A):**

**What do you mean by center of interest?**

Ans:

The center of interest or focal point in a photo is predominant feature in the image, the feature to which the viewer is the first attracted when you create a photograph of a landscape, look for a predominant feature to be your center of interest...you can also have multiple points of interest in an image.

**Q#1(B):**

**How to create proportion in a composition?**

**ANS:**

Proportion is the comparison of dimensions or distribution of forms. It is the relationship in scale between one element and another, or between a whole object and one of its parts. Differing proportions within a composition can relate to different kinds of balance or symmetry, and can help establish visual weight and depth. In the below examples, notice how the

smaller elements seem to recede into the background while the larger elements come to the front.

**Q#1:(C):**

**What is harmony?**

**Ans:**

**HARMONY:** Harmony can affect the emotional response to the composition harmony becomes Monotony without variety. Using a theme with variations often produces harmony and motion .

**Q:NO1(D)**

**What are the principles of design?**

**Ans;**

Design is the organized arrangement of one or more elements and principles (e.g line colour or texture ) for a purpose.

- Awareness of the elements and principles in design is the first step in creating successful visual compositions. These principles, which may overlap, are used in all visual design

fields, including graphic design, industrial design, architecture and fine art.

- The principles govern the relationships of the elements used and organize the composition as a whole. Successful design incorporates the use of the principles and elements to serve the designer's purpose and visual goals.

### **Q#1(E)**

#### **What is bilateral symmetry?**

#### **Ans:**

Bilateral symmetry or reflection symmetry is when a visual elements reflected or mirrored across an axis .Think butterfly wings or those inkblot Rorschach test images. This type is probably the first that comes to mind when you think “symmetry”.

Commented [XC1]:

### **Q#4(a);**

#### **Write difference between symmetrical balance and asymmetrical balance?**

##### **Symmetrical balance:**

- Symmetrical balance is mirror image balance. If you draw a line down the center of the page, all the objects on one side of the screen are mirrored on the other side (they may not be identical objects, but they are similar in terms of numbers of objects, colors and other elements.

Sometimes they are completely identical (often seen in architecture).

### **Asymmetrical balance:**

- Asymmetrical balance occurs when several smaller items on one side are balanced by a large item on the other side, or smaller items are placed further away from the center of the screen than larger items. One darker item may need to be balanced by several lighter items.
- Although asymmetrical balance may appear more casual and less planned, it is usually harder to use because the artist must plan the layout very carefully to ensure that it is still balanced. An unbalanced page or screen creates a feeling of tension, as if the page or screen might tip, or things might slide off the side, just as the unbalanced balance beam would tip to one side

**Q#4(b):**

**Define three ways of rhythm with examples?**

**Ans:**

**Three ways of rhythm**

**1 regular**

**2 following**

**3 progressive.**

Rhythm - is a movement in which some elements recur regularly. Like a dance it will have a flow of objects that will seem to be like the beat of music.

Rhythm is the movement or variation characterized by the regular recurrence or alternation of different quantities or conditions. In simpler words, it's just like pattern and shows that the design has a 'beat' or 'flow' going with it. A plain white box has almost no rhythm what so ever.

### **Regular:**

A regular rhythm occurs when the intervals between the elements, and often the elements themselves, are similar in size or length. Repetition of the same element such as a type of line, figure, or shape.

### **Example:**

Like the beating of a heart, the regular rhythm follows the same interval over and over again.

### **Flowing:**

A flowing rhythm gives a sense of movement, and is often more organic in nature.

### **Example:**

A good example of are stripes on a tiger or zebra no stripes is quite like the next .Seen together they create a rhythm of natural movement .

### **Progressive rhythm:**

Occurs when a sequence of forms or shape is shown through a progression of steps .her the elements repeat over an interval but with more variation, usually in progressive steps.

### **Example:**

A color gradient is an example of a progressive rhythm .Gradually decreasing the size of an element as it recedes into the background is another.

The letter creates linear perspective directing your eye  
vanishing point.

