



Date of issue :

Centre :

Sup. Sign. :

Seat No. :

DCM-01012

Bachelor Design Foundation (Sem. I) Examination

July - 2022

Visualization Tools & Techniques : CFP01005

Time : Minutes]

[Total Marks : 20

- Instructions :** (1) Students are allowed to use any medium of colour and pencils to the applicable question.
(2) Only blue and black ball pens are allowed for writing answers (no gel pens).

Multiple choice questions : Each carries 1 mark. **1×20=20**

- 1 What is colour psychology ?
(A) Variation of light's wavelength on the planet
(B) Natural source of energy to reuse
(C) It is an instance of a wrong perception of a sensory experience
(D) Effect of different colours on human behavior
- 2 This is a piece of transparent material cut with precise angles and plane faces, used for analyzing and reflecting light.
(A) Prism (B) Cylinder
(C) Diamond (D) Rainbow
- 3 Monochromatic color schemes are created by using colors that are next to each other on the colour wheel.
(A) True (B) False
- 4 Complementary colors are opposite each other on the color wheel.
(A) True (B) False

- 5 _____ is an arrangement of all the elements, which achieves a unified whole.
(A) Color schemes (B) Visual texture
(C) Composition (D) Color wheel
- 6 The color has been one of the most commonly used among many cultures for communicating information and creating emotions :
(A) True (B) False
- 7 The law of similarity suggests that similar things tend to appear grouped together:
(A) True (B) False
- 8 This is defined as the relative lightness or darkness of a color :
(A) Temperature (B) Value
(C) Intensity (D) Hue
- 9 People with _____ can hear, smell, taste or feel the color :
(A) Color blindness (B) Color principles
(C) Synaesthesia (D) Braille characters
- 10 Shade is a mixture of a color with black, which increases lightness :
(A) True (B) False
- 11 A color that can evoke one reaction in one person may evoke the opposite reaction in another :
(A) True (B) False
- 12 Value refers to how _____ color is :
(A) Light or dark (B) Bright or dull
(C) Pure or complicated (D) None of these
- 13 Analogous colors are any _____ colors which are side by side on a colour wheel.
(A) Five (B) Two
(C) Six (D) Three

- 14 How color behaves in relation to other colors and shapes is called_____.
- (A) Color wheel (B) Color chart
(C) Cooperative colors (D) Color interaction
- 15 Which color would you get, if you mix red, green and blue colors of light?
- (A) Violet (B) Brown
(C) Black (D) White
- 16 Gestalt principles or laws are rules that describe.....
- (A) How the human eye perceives visual elements.
(B) How human hands can feel the elements.
(C) How to transplant organs
(D) How humans can stay healthy and happy
- 17 Who developed Gestalt principles originally ?
- (A) Lion gang Metzger (1936) (B) Albert Einstein (1879)
(C) Max Wertheimer (1880-1943) (D) Isaac Newton (1727)
- 18 These are the colors of fire, of fall leaves and of sunset and sunrise, and are generally energizing, passionate and positive :
- (A) Pink, purple and violet
(B) Green, yellow and orange
(C) Red, orange and yellow
(D) Red violet, yellow green and blue green
- 19 What are primary colors ?
- (A) Blue, Green, Purple (B) Red, blue, yellow
(C) Red, Yellow, Purple (D) Pink, Purple, Red
- 20 What does CMYK stand for ?
- (A) Cerulean, Magenta, Yellow, Kohl
(B) Cyan, Magenta, Yellow, Key
(C) Cyan, Magenta, Yellow, Khaki
(D) Cranberry, Mauve, Yellow, Khaki

Answers to MCQ.

Q.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Ans.																				
