



Seat No. _____

HN-CFP02001
Bachelor of Design (Sem. II) Examination
April – 2023
Understanding Aesthetics and its Principles

Time : Hours / Total Marks : **10**

Instructions :

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

1 Attempt any five fill in the blanks : **5**

Explain through text, Graphical representation and sketches wherever required.

- (1) _____ is one of the gestalt principles.
- (2) _____ is a theory developed by German psychologists which is how people perceive the world around them.
- (3) Aesthetics in design is related to the _____ sense.
- (4) One of the five principles of gestalt theory is _____.
- (5) _____ is one of the most important and influential tools a designer has. In designs, it can set the brand tone and influence its image, draw user's attention, affect their emotions, and increase usability.
- (6) The nine rasas are _____.

2 Descriptive Type Questions. Answer any One : **5**

- (1) The principles of aesthetics ? Explain one of them in detail ?
- (2) Which are the five senses ? How do they affect our perception of space, food, clothing & communication ?
