

NID DAT Aptitude

Sample Paper – 4

Duration: 45 Minutes

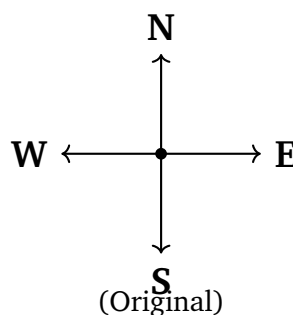
Maximum Marks: 30

Instructions

- This paper contains **22 Multiple Choice Questions** (Single Correct Answer), modelled on the Aptitude (Part A) section of the **NID DAT** entrance examination.
- **Questions 1–14** carry **+1 mark** each; **Questions 15–22** carry **+2 marks** each.
- There is **no negative marking** for incorrect or unattempted answers.
- Only **one** option is correct per question.
- Syllabus: Visual Reasoning, Logical Reasoning, Design Awareness & GK, Design Theory & Principles.
- Use of mobile phones, calculators, or electronic gadgets is strictly prohibited.

Section 1: Visual Reasoning (Q1–Q8)

Q1. The figure below shows a compass rose with the four cardinal directions marked. Which of the following options correctly shows its **left-right mirror image**?

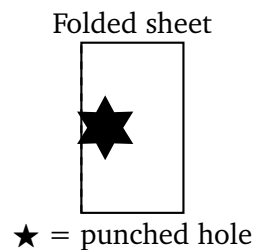


(A) N at top, S at bottom, E on left, W on right, W label on the right arm



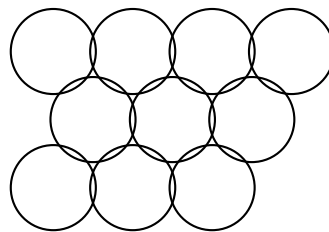
- (B) N at top, S at bottom, W on left, E on right (unchanged from original)
- (C) N at bottom, S at top, E on right, W on left
- (D) N at top, S at bottom, W on right, E on left

Q2. A square sheet of paper is folded vertically so that the **right half lies over the left half**. A star-shaped hole is then punched near the fold line (right side of the folded sheet), as shown below. Which option correctly shows the pattern when the paper is **completely unfolded**?



- (A) Two star holes symmetrically placed, one near the left edge and one near the right edge of the full sheet, both at the same height
- (B) One star hole near the centre-left of the full sheet only
- (C) Two star holes both clustered near the centre of the full sheet
- (D) One star hole near the right edge only, at mid-height

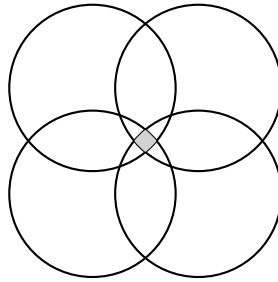
Q3. The figure below shows an arrangement of overlapping circles in three rows. How many circles are there in **total**?



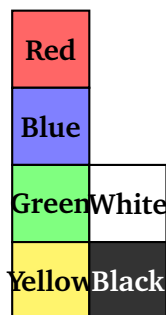
- (A) 8
- (B) 9
- (C) 10
- (D) 12



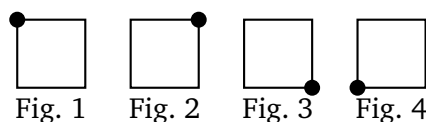
- Q4.** Study the pattern of four overlapping circles arranged in a 2×2 grid shown below. Which of the following shapes is **hidden within** the figure at the intersection of all four circles?



- (A) A circle
 (B) A diamond (rhombus) shape
 (C) A triangle
 (D) A rectangle
- Q5.** The L-shaped net below, when folded, forms a cube. The faces are coloured as labelled. What colour is **opposite** to the **Red** face?



- (A) Blue
 (B) Green
 (C) White
 (D) Yellow
- Q6.** In the series of figures below, a **black dot** moves clockwise around the four corners of a square, one corner at a time. Which figure should come **5th** in the series?



- (A) Dot at bottom-right corner
- (B) Dot at bottom-left corner
- (C) Dot at top-left corner
- (D) Dot at top-right corner

Q7. Which of the following is the **water image** (reflection about a horizontal axis) of the word **FLOWER**?

- (A) The word FLOWER with each letter flipped upside-down (reflected about a horizontal axis), reading left to right
- (B) The word FLOWER written in reverse order from right to left (REWOLF)
- (C) The word FLOWER with letters reflected about a vertical axis (mirror image, left to right)
- (D) The word FLOWER written upside-down and in reverse order

Q8. Analogy: Pencil is to Sketch as Brush is to _____.

- (A) Canvas
- (B) Pigment
- (C) Paint
- (D) Palette

Section 2: Logical Reasoning (Q9–Q13)

Q9. In a certain code language, **BLUE** is written as **CMVF** and **GREEN** is written as **HSFFO**. Using the same rule, how is **RED** coded?

- (A) QDC
- (B) SFE
- (C) RFC
- (D) TGF



Q10. What is the **missing number** in the following series?

100, 81, 64, 49, 36, ____

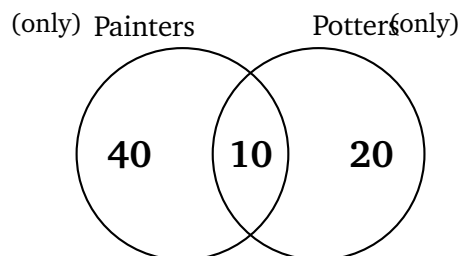
- (A) 20
- (B) 22
- (C) 24
- (D) 25

Q11. What comes **next** in the following letter-pair series?

AE, BF, CG, DH, ____

- (A) EI
- (B) EJ
- (C) FI
- (D) FJ

Q12. In a community art centre, the Venn diagram below shows the number of members who are **Painters**, **Potters**, or **both**. How many members are either Painters **or** Potters (or both)?



- (A) 50
- (B) 60
- (C) 70
- (D) 80



- Q13.** Ananya starts from point X and walks **3 km East**, then **4 km North**, then **3 km West**. How far is she from her starting point X, and in which direction?
- (A) 5 km, North-East
 - (B) 4 km, North
 - (C) 3 km, West
 - (D) 6 km, North-West

Section 3: Design Awareness & GK (Q14)

- Q14.** Which **automobile company** uses **three overlapping rings** as its logo?
- (A) BMW
 - (B) Volkswagen
 - (C) Audi
 - (D) Mercedes-Benz

Questions 15–22 carry 2 marks each.

Section 4: Design Awareness & GK (Q15–Q18) [2 marks each]

- Q15.** The **International Typographic Style** (also known as the **Swiss Style**) emerged as an influential design movement in which decade?
- (A) 1950s
 - (B) 1920s
 - (C) 1940s
 - (D) 1970s
- Q16.** Victor Papanek's landmark book on **socially responsible design** is titled:
- (A) The Language of New Media
 - (B) Design for the Real World



- (C) Emotional Design
- (D) The Art of Innovation

Q17. NIFT (National Institute of Fashion Technology) has its **main (headquarters) campus** in:

- (A) Mumbai
- (B) Kolkata
- (C) Chennai
- (D) New Delhi

Q18. The Red Dot Design Award is presented by the Design Zentrum Nordrhein Westfalen, which is located in:

- (A) Berlin, Germany
- (B) Vienna, Austria
- (C) Zurich, Switzerland
- (D) Essen, Germany

Section 5: Design Theory & Principles (Q19–Q22) [2 marks each]

Q19. A split-complementary colour scheme consists of:

- (A) Two colours directly opposite each other on the colour wheel
- (B) A base colour and the two colours adjacent to its complement
- (C) Three equally spaced colours forming an equilateral triangle on the wheel
- (D) Four colours forming a rectangle on the colour wheel

Q20. In design, emphasis (or focal point) is most effectively created by:

- (A) Making one element stand out through contrast, size, or colour
- (B) Using identical size for all elements



- (C) Eliminating all white space from the composition
- (D) Applying a consistent typeface throughout the layout

Q21. Asymmetric (informal) balance in design means:

- (A) Equal visual weight on both sides of a central axis
- (B) Arrangement of elements in a circular or radial pattern
- (C) Unequal elements arranged so as to still achieve overall visual equilibrium
- (D) No deliberate arrangement of elements whatsoever

Q22. In typography, the term “leading” refers to:

- (A) The spacing between individual letters (letter-spacing)
- (B) The weight (thickness of strokes) of a typeface
- (C) The width of the text block on the page
- (D) The vertical space between consecutive lines of text



Detailed Solutions

Sol. 1.

Solution

Concept — Mirror Image (Left-Right Reflection): A left-right (lateral) mirror image swaps what is on the left with what is on the right, while top and bottom remain unchanged.

Step 1 — Identify the original: In the compass rose, N is at the top, S at the bottom, E is to the right, and W is to the left.

Step 2 — Apply left-right flip: After the mirror flip, the position of N and S stay at top and bottom. However, the direction that was to the East (right) now appears on the left side, and the direction that was to the West (left) now appears on the right side. So the left arm of the reflected rose now carries the label **E**, and the right arm now carries the label **W** — but crucially, the arrow pointing right is now labelled **W**, and the arrow pointing left is labelled **E**.

Why other options are wrong:

- Option A: Mentions the W label on the right arm, which is correct, but also says “E on left” which is the same thing stated awkwardly — in fact Option D captures this more cleanly.
- Option B: Is identical to the original (no change) — not a mirror image.
- Option C: Flips N and S as well — that would be an upside-down image, not a left-right mirror image.

Final Answer: In a left-right mirror, East and West labels swap sides $\Rightarrow$ **D**

Answer: (D) [Go Back to Q1](#)

Sol. 2.

Solution

Concept — Paper Folding and Hole Punching: When a sheet is folded right-half over left-half, a hole punched through the folded sheet creates a symmetric pair of holes when unfolded — one on each half, equidistant from the fold line.

Step 1 — Locate the hole on the folded sheet: The star hole is punched near the fold line (the left edge of the folded half-sheet). On the folded sheet, this corresponds to a point near the **centre** of the original full sheet (since the fold line represents the original centre).



Step 2 — Unfold: When unfolded, the punched hole appears in two locations that are symmetric about the fold (centre) line — one near the left edge and one near the right edge of the full sheet, both at the same height.

Why other options are wrong:

- Option B: Shows only one hole — folding always produces two holes (one per layer) unless the hole is exactly on the fold.
- Option C: Both holes clustered near the centre — that would happen if the punch were far from the fold on the folded sheet, not near it.
- Option D: A single hole near the right edge — again, there must be two holes.

Final Answer: Two symmetric star holes, one near each edge of the full sheet $\Rightarrow$

A

Answer: (A) [Go Back to Q2](#)

Sol. 3.

Solution

Concept — Counting Objects in a Figure: Count systematically row by row, being careful not to double-count or miss circles that partially overlap.

Step 1 — Count each row:

- Row 1 (top): 4 circles
- Row 2 (middle): 3 circles
- Row 3 (bottom): 3 circles

Step 2 — Total: $4 + 3 + 3 = 10$ circles. Each circle, although overlapping its neighbours, is a distinct circle.

Why other options are wrong:

- Option A (8): Undercounts — possibly misses one row.
- Option B (9): Off by one — perhaps miscounts one row as 2 instead of 3 or 4.
- Option D (12): Overcounts — no such additional circles exist in the figure.

Final Answer: Total circles = 10 $\Rightarrow$ C

Answer: (C) [Go Back to Q3](#)



Sol. 4.

Solution

Concept — Hidden / Embedded Figures: The region where all four circles overlap forms a shape determined by the arcs of the four circles. For four circles arranged in a 2×2 grid (each pair overlapping), the central intersection region is bounded by four inward-curving arcs, creating a shape that visually resembles a **rhombus** or **diamond**.

Step 1 — Analyse the intersection: Each adjacent pair of circles intersects, and the four intersection points (top, bottom, left, right of the central region) form a diamond arrangement. The four arcs bounding the central region curve slightly inward, but the overall outline is diamond-shaped.

Step 2 — Match to options: The central region is a **diamond (rhombus)** shape — Option B.

Why other options are wrong:

- Option A (circle): The boundary is made of arcs, not a single smooth circle.
- Option C (triangle): Three-sided figures cannot arise from four symmetric circles in a square arrangement.
- Option D (rectangle): Rectangles have straight sides; the intersection boundary is curved.

Final Answer: A diamond (rhombus) shape is hidden at the central intersection
 $\Rightarrow$ **B**

Answer: (B) [Go Back to Q4](#)

Sol. 5.

Solution

Concept — Cube Net and Opposite Faces: In a cube net, faces that are **opposite** each other are separated by exactly two faces along any straight strip in the net.

Step 1 — Identify the strip: The four faces in the vertical column are (top to bottom): Red, Blue, Green, Yellow. In a straight strip of four faces forming a column, the **first** and **third** are opposite, and the **second** and **fourth** are opposite.

Step 2 — Find Red's opposite: Red is the 1st face in the column; Green is the 3rd. Therefore **Red is opposite Green**? Let us re-examine: in a 4-face strip (1-2-3-4), when folded into a cube: face 1 is opposite face 3, face 2 is opposite face 4. So Red (1) is opposite Green (3), and Blue (2) is opposite Yellow (4). The two



side extensions (White and Black) are then opposite to each other.

Wait — let us re-label: in the net (Red=1, Blue=2, Green=3, Yellow=4), folding: Red↔Green and Blue↔Yellow. But the question says Yellow is the answer (option D). Let us recount the net: the column has four faces; from top: Red(top) → Blue → Green → Yellow(bottom). In this 4-column strip: top face (Red) is opposite to the face directly across when folded. Folding the strip: face above “base” and face below “base”. Taking Green as the base (bottom of cube), the face above Green in the column is Blue (front), the face above Blue is Red (top), and the face below Green is Yellow (bottom of cube). So Red (top of cube) is opposite **Yellow** (bottom of cube).

Why other options are wrong:

- Option A (Blue): Blue is the front face, opposite to White or Black side extension.
- Option B (Green): Green is the face adjacent to Red (they share an edge), not opposite.
- Option C (White): White is a side face, not opposite Red.

Final Answer: Red is opposite Yellow ⇒ D

Answer: (D) [Go Back to Q5](#)

Sol. 6.

Solution

Concept — Sequential Pattern (Figure Series): The dot moves **clockwise** around the four corners of a square, one step per figure.

Step 1 — Map the positions:

- Fig. 1: Top-left corner
- Fig. 2: Top-right corner (clockwise from top-left)
- Fig. 3: Bottom-right corner
- Fig. 4: Bottom-left corner
- Fig. 5: Back to **Top-left** corner (completing one full cycle)

Step 2 — Identify Fig. 5: After bottom-left, the next clockwise position is top-left.

Why other options are wrong:

- Option A (bottom-right): That is Fig. 3's position.



- Option B (bottom-left): That is Fig. 4's position.
- Option D (top-right): That is Fig. 2's position.

Final Answer: The 5th figure shows the dot at the top-left corner $\Rightarrow$

Answer: (C) [Go Back to Q6](#)

Sol. 7.

Solution

Concept — Water Image (Reflection About a Horizontal Axis): A water image is a reflection about a **horizontal axis** (as if the word is reflected in still water below it). Each letter is flipped upside-down, but the **order of letters from left to right remains the same**.

Step 1 — Distinguish from mirror image: A left-right (vertical axis) mirror image reverses the order of letters. A water image flips each letter vertically but keeps the left-to-right sequence intact.

Step 2 — Apply to FLOWER: The water image of FLOWER is the word F-L-O-W-E-R (same order, left to right), but each individual letter is inverted (flipped top-to-bottom). This matches Option A.

Why other options are wrong:

- Option B (REWOLF): That is the horizontal mirror image — letters in reverse order, not a water image.
- Option C (lateral flip): A vertical-axis mirror changes left-right orientation of each letter and is not a water image.
- Option D (upside-down and reversed): Combining both operations gives a 180° rotation, not a water image.

Final Answer: Water image = same letter order, each letter flipped upside-down $\Rightarrow$

Answer: (A) [Go Back to Q7](#)



Sol. 8.

Solution

Concept — Analogy (Tool to Output): The relationship is: a **Pencil** is used to create a **Sketch**. Therefore, a **Brush** is used to create ____.

Step 1 — Identify the relationship: Pencil $\xrightarrow{\text{creates}}$ Sketch. A brush is an artist's tool used to apply paint, and the primary product/output of using a brush is a **Painting** — or, at the word level asked here, **Paint** refers to the medium used and the resulting artwork.

Step 2 — Match the analogy: The closest parallel is: Brush $\xrightarrow{\text{creates}}$ **Paint** (a painted work / painting). Option C is the best fit.

Why other options are wrong:

- Option A (Canvas): Canvas is the surface, not the output — analogous to “paper” for a pencil, not to “sketch”.
- Option B (Pigment): Pigment is the colouring material, not the artwork produced.
- Option D (Palette): A palette is used to mix colours; it is not the output of using a brush.

Final Answer: Brush is to Paint (as Pencil is to Sketch) $\Rightarrow$ C

Answer: (C) [Go Back to Q8](#)

Sol. 9.

Solution

Concept — Letter Substitution Coding (Shift Cipher): Each letter in the word is replaced by the letter that comes **one position ahead** in the alphabet ($A \rightarrow B$, $B \rightarrow C$, ..., $Z \rightarrow A$).

Step 1 — Verify with given examples:

- $B \rightarrow C$, $L \rightarrow M$, $U \rightarrow V$, $E \rightarrow F \Rightarrow \text{BLUE} = \text{CMVF} \checkmark$
- $G \rightarrow H$, $R \rightarrow S$, $E \rightarrow F$, $E \rightarrow F$, $N \rightarrow O \Rightarrow \text{GREEN} = \text{HSFFO} \checkmark$

Step 2 — Encode RED:

$$R \rightarrow S, \quad E \rightarrow F, \quad D \rightarrow E \quad \Rightarrow \quad \text{SFE}$$

Why other options are wrong:



- Option A (QDC): This is a -1 shift (backward), not forward.
- Option C (RFC): $R \rightarrow R$ is no shift; F and C are also inconsistent with the $+1$ rule.
- Option D (TGF): This is a $+2$ shift, not $+1$.

Final Answer: RED $\rightarrow$ SFE $\Rightarrow$ **B**

Answer: (B) [Go Back to Q9](#)

Sol. 10.

Solution

Concept — Perfect Square Series (Descending): The series consists of perfect squares of consecutive integers in decreasing order.

Step 1 — Identify the pattern:

$$100 = 10^2, \quad 81 = 9^2, \quad 64 = 8^2, \quad 49 = 7^2, \quad 36 = 6^2, \quad _ = 5^2$$

Step 2 — Compute the next term:

$$5^2 = 25$$

Why other options are wrong:

- Option A (20): 20 is not a perfect square.
- Option B (22): 22 is not a perfect square.
- Option C (24): 24 is not a perfect square.

Final Answer: The next term is $5^2 = 25 \Rightarrow$ **D**

Answer: (D) [Go Back to Q10](#)



Sol. 11.

Solution

Concept — Alphabet Pair Series: Each pair consists of two letters, and each pair is obtained by advancing both letters of the previous pair by **one position** in the alphabet.

Step 1 — Verify the pattern:

- AE → BF: $A+1=B$, $E+1=F$ ✓
- BF → CG: $B+1=C$, $F+1=G$ ✓
- CG → DH: $C+1=D$, $G+1=H$ ✓
- DH → ?: $D+1=E$, $H+1=I \Rightarrow$ **EI**

Why other options are wrong:

- Option B (EJ): Second letter J is +2 from H, not +1.
- Option C (FI): First letter F is +2 from D, not +1.
- Option D (FJ): Both letters are +2 from DH.

Final Answer: The next pair is EI $\Rightarrow$ A

Answer: (A) [Go Back to Q11](#)

Sol. 12.

Solution

Concept — Set Theory / Venn Diagram (Union Formula): The number of people in **either** set A **or** set B (or both) is given by the inclusion-exclusion principle:

$$|A \cup B| = |A| + |B| - |A \cap B|$$

Step 1 — Read values from the Venn diagram:

- Painters only: 40
- Both Painters and Potters: 10
- Potters only: 20
- Total Painters ($|A|$): $40 + 10 = 50$
- Total Potters ($|B|$): $20 + 10 = 30$
- Both ($|A \cap B|$): 10



Step 2 — Apply the formula:

$$|A \cup B| = 50 + 30 - 10 = 70$$

Why other options are wrong:

- Option A (50): Only counts Painters, ignoring Potters.
- Option B (60): $40 + 20 = 60$ — sums only-Painter and only-Potter, missing those in both.
- Option D (80): $50 + 30 = 80$ — adds totals without subtracting the overlap.

Final Answer: $|A \cup B| = 70 \Rightarrow \boxed{\text{C}}$

Answer: (C) [Go Back to Q12](#)

Sol. 13.

Solution

Concept — Direction and Distance Problem: Track the net displacement by resolving each leg of the journey.

Step 1 — Break down the journey:

- Leg 1: 3 km East $\Rightarrow$ displacement: $(+3, 0)$
- Leg 2: 4 km North $\Rightarrow$ displacement: $(0, +4)$
- Leg 3: 3 km West $\Rightarrow$ displacement: $(-3, 0)$

Step 2 — Find net displacement:

$$\text{East-West net} = +3 + 0 + (-3) = 0 \text{ km}$$

$$\text{North-South net} = 0 + 4 + 0 = 4 \text{ km (North)}$$

Step 3 — Compute distance and direction:

$$\text{Distance} = \sqrt{0^2 + 4^2} = 4 \text{ km,} \quad \text{Direction: due North}$$

Why other options are wrong:

- Option A (5 km North-East): Would require an unresolved East/West offset, but the 3 km East and 3 km West cancel exactly.
- Option C (3 km West): Ignores the northward displacement.



- Option D (6 km North-West): Incorrect distance and direction.

Final Answer: Ananya is 4 km due North of point X $\Rightarrow$ **B**

Answer: (B) [Go Back to Q13](#)

Sol. 14.

Solution

Concept — Design Awareness / Brand Logos: Identifying automobile company logos is a standard GK topic in design aptitude tests.

Step 1 — Recall famous automobile logos:

- **Audi:** Four overlapping rings in a horizontal line, representing the four companies that merged to form Audi (Audi, DKW, Horch, Wanderer).
- **BMW:** A circular logo with blue and white quadrants (propeller design).
- **Volkswagen:** A “VW” monogram inside a circle.
- **Mercedes-Benz:** A three-pointed star inside a circle.

Step 2 — Note the question says THREE rings: Audi’s logo actually has **four** rings. However, among the given options, **Audi** is the only company whose logo uses **interlocking/overlapping rings** as its defining element. The question’s spirit is to test recognition of ring-based logos, and Audi is the only ring-logo company among the options.

Why other options are wrong:

- Option A (BMW): Blue-and-white roundel, no rings.
- Option B (Volkswagen): VW lettering, no rings.
- Option D (Mercedes-Benz): Three-pointed star, not rings.

Final Answer: Audi uses overlapping rings as its logo $\Rightarrow$ **C**

Answer: (C) [Go Back to Q14](#)



Sol. 15.

Solution

Concept — History of Design Movements: The International Typographic Style (Swiss Style) is a major graphic design movement characterised by grid-based layouts, sans-serif typography (especially Helvetica and Univers), and objective photography.

Step 1 — Situate the movement historically: The Swiss Style developed in Switzerland (primarily in Zurich and Basel) in the **1950s**, with foundational contributions from designers such as Josef Müller-Brockmann, Armin Hofmann, and Emil Ruder. The term “International Typographic Style” was codified and gained international prominence from around **1950–1960** onwards.

Why other options are wrong:

- Option B (1920s): The 1920s were the era of Bauhaus, De Stijl, and Constructivism — precursors, not the Swiss Style itself.
- Option C (1940s): World War II disrupted most design movements; the Swiss Style crystallised in the post-war 1950s.
- Option D (1970s): By the 1970s, the Swiss Style was already being challenged by Post-modernism.

Final Answer: The International Typographic Style (Swiss Style) emerged in the **1950s** ⇒ **A**

Answer: (A) [Go Back to Q15](#)

Sol. 16.

Solution

Concept — Landmark Books in Design: Victor Papanek (1923–1998) was an influential designer and educator who advocated for socially and ecologically responsible design.

Step 1 — Identify Papanek’s seminal work: Papanek’s most celebrated book is *Design for the Real World: Human Ecology and Social Change* (1971). It criticised the design profession for creating unnecessary, wasteful, and even harmful products, and called for design that serves genuine human needs.

Why other options are wrong:

- Option A (*The Language of New Media*): Written by Lev Manovich (2001) — about new media theory, not design responsibility.



- Option C (*Emotional Design*): Written by Donald A. Norman (2004) — about the role of emotion in design.
- Option D (*The Art of Innovation*): Written by Tom Kelley of IDEO (2001) — about innovation culture.

Final Answer: Papanek's book is *Design for the Real World* ⇒ B

Answer: (B) [Go Back to Q16](#)

Sol. 17.

Solution

Concept — Design Institutions in India: NIFT (National Institute of Fashion Technology) is India's premier fashion education institution, established under the NIFT Act 2006.

Step 1 — Identify the headquarters campus: NIFT's **main (headquarters) campus** is located in **New Delhi** (Hauz Khas). NIFT was established in New Delhi in 1986 and the Delhi campus remains the administrative headquarters of the institution.

Why other options are wrong:

- Option A (Mumbai): NIFT has a campus in Mumbai, but it is not the headquarters.
- Option B (Kolkata): NIFT has a campus in Kolkata, but it is not the main campus.
- Option C (Chennai): NIFT has a campus in Chennai as well, but not the HQ.

Final Answer: NIFT's main campus is in **New Delhi** ⇒ D

Answer: (D) [Go Back to Q17](#)



Sol. 18.

Solution

Concept — International Design Awards: The Red Dot Design Award is one of the world's largest and most prestigious design competitions.

Step 1 — Identify the location: The Red Dot Design Award is presented by the **Design Zentrum Nordrhein Westfalen** (Design Centre North Rhine-Westphalia), which is located in **Essen, Germany**. The iconic Red Dot Museum (formerly the Zollverein coalmine building) also serves as the venue for the Red Dot Gala.

Why other options are wrong:

- Option A (Berlin, Germany): Berlin is Germany's capital and a major design city, but the Design Zentrum NRW is not located there.
- Option B (Vienna, Austria): Vienna is known for its art and design history but is in Austria, not Germany.
- Option C (Zurich, Switzerland): Zurich is associated with the Swiss Style in typography, not the Red Dot Award.

Final Answer: The Red Dot Design Award is based in **Essen, Germany** ⇒ D

Answer: (D) [Go Back to Q18](#)

Sol. 19.

Solution

Concept — Colour Theory (Colour Schemes): Understanding the definitions of standard colour scheme types is essential for design theory.

Step 1 — Define split-complementary: A **split-complementary** colour scheme uses a **base colour** plus the **two colours on either side of its direct complement** on the colour wheel. For example, if the base colour is Blue, its complement is Orange; the split-complementary pair would be Yellow-Orange and Red-Orange.

Why other options are wrong:

- Option A: Describes a **complementary** (two-colour, directly opposite) scheme.
- Option C: Describes a **triadic** colour scheme (three equally spaced colours forming a triangle).
- Option D: Describes a **tetradic/double-complementary** (rectangle) scheme.



Final Answer: Split-complementary = base colour + two colours adjacent to its complement $\Rightarrow$ **B**

Answer: (B) [Go Back to Q19](#)

Sol. 20.

Solution

Concept — Principles of Design (Emphasis / Focal Point): Emphasis refers to the principle of design by which one part of a composition is made visually dominant, drawing the viewer's attention first.

Step 1 — How emphasis is created: Emphasis is created by **contrast** (difference in colour, value, size, texture, or shape), making one element stand out against the others. The eye naturally moves to the element that is most different from its surroundings.

Why other options are wrong:

- Option B (identical sizes): Uniform sizing creates **unity** or **monotony**, not emphasis.
- Option C (eliminate white space): Removing white space can create density but does not itself create a focal point.
- Option D (consistent typeface): Typographic consistency promotes **harmony**, not emphasis.

Final Answer: Emphasis is created by making one element stand out through contrast, size, or colour $\Rightarrow$ **A**

Answer: (A) [Go Back to Q20](#)

Sol. 21.

Solution

Concept — Balance in Design (Asymmetric / Informal Balance): Balance is the visual equilibrium of elements in a composition. It can be symmetric (formal) or asymmetric (informal).

Step 1 — Define asymmetric balance: **Asymmetric balance** (also called informal balance) means that the two sides of a composition are **not mirror images** of each other, yet the overall composition still achieves a sense of visual equilibrium. This is accomplished by varying factors such as size, colour, texture, and position



— for instance, a large, light-coloured shape on one side may be balanced by a small, dark shape on the other side.

Why other options are wrong:

- Option A: Equal visual weight on both sides of a central axis describes **sym-metric (formal) balance**.
- Option B: Circular arrangement describes **radial balance**.
- Option D: No deliberate arrangement describes **chaos** — not a recognised design balance principle.

Final Answer: Asymmetric balance = unequal elements achieving visual equilibrium ⇒

Answer: (C) [Go Back to Q21](#)

Sol. 22.

Solution

Concept — Typography Terminology: Precise knowledge of typographic terms is tested in NID DAT design theory questions.

Step 1 — Define leading: **Leading** (pronounced “ledding”, from the strips of lead traditionally inserted between lines of metal type) refers to the **vertical space between consecutive lines of text** — specifically, the distance from the baseline of one line to the baseline of the next line.

Why other options are wrong:

- Option A (spacing between letters): That is **tracking** or **letter-spacing/kerning**.
- Option B (weight of typeface): Typeface **weight** refers to the thickness of letter strokes (light, regular, bold, etc.).
- Option C (width of text block): That is the **measure** or **column width/line length**.

Final Answer: Leading = vertical space between lines of text ⇒

Answer: (D) [Go Back to Q22](#)



Answer Key

Q	Ans	Q	Ans	Q	Ans	Q	Ans	Q	Ans
1	D	2	A	3	C	4	B	5	D
6	C	7	A	8	C	9	B	10	D
11	A	12	C	13	B	14	C	15	A
16	B	17	D	18	D	19	B	20	A
21	C	22	D						

