BRAINWARE UNIVERSITY

Course –MAMW

Designing for Print Media (MMW 101)

(Semester – 1)

Time allotted: 3 Hours   **Full Marks : 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Questions)   10 x 1 = 10

1. *Choose the correct alternative from the following*
(i) Luxury manuscript was made with

   a) Pure gold
   b) Carbon
   c) Bamboo
   d) Sand block

(ii) A pamphlet is actually a

   a) Poster
   b) Unbound booklet
   c) Covered booklet
   d) Folded booklet

(iii) BCE is an abbreviation for

   a) before the Common Era
   b) before the Current Era
   c) Both a) and b)
   d) None

(iv) pixel spacing is reffered by

   a) Pixmap
   b) Pixel depth
   c) Resolution
   d) Persistence

(v) The term 'shape' is reffered by

   a) an area that is contained within implied line
   b) a line that is contained within implied area
   c) a line
   d) None

(vi) Human with feline head is actually a sculpture of

   a) lion-man
   b) venus
   c) Waterworn pebble
   d) Nataraj

(vii)   "font" is frequently synonymous with….

    a) typeface   b) typefont

    c) typography   d) sarif font

(viii) The art and craft of designing typefaces is called…..

    a) type line   b) type foundries

    c) typography   d) type design

(ix)   Additive Color model is also called

    a) CMYK   b) RGB

    c) Both a and b   d) None of these

(x)   Stonehenge is

    a) An arrangement of megalithic stones   b) A painting

    c) A sculpture   d) A tomb

Group – B

(Short Answer Type Questions)   3 x 5 = 15

Answer any *three* from the following

2. Explain the term 'Typography' with proper examples.   [5]
3. Explain raster scan process with a diagram.   [1+4]
4. What are the Elements of Design?   [5]
5. What do you mean by Media of Composition? Explain Collage, fresco and batik process in brief.   [2+3]
6. Explain the difference between serif font and sans serif font in brief.   [5]

Group – C

(Long Answer Type Questions)   3 x 15 = 45

Answer any *three* from the following

7. (a) What is Book Cover? What is the difference between book cover and pamphlets?   [5]

    (b) Draw a Poster on "Digital India" using text/quotation/images. Justify your concept in the Poster.   [7+3]

8. (a) Explain the basic components and functionality of monochrome CRT.   [10]
    (b) Explain the difference between RGB and CMYK Color Model.   [5]
9. (a) What is Color Model? What do you mean by color gamut?   [4]
    (b) Briefly Explain the RGB and CMYK Color Model.   [5+5]
    (c) What is the significance of 'K' in CMYK Color Model?   [1]
10.   Write short notes on any three of the following: [5+5+5]
         i.   Subtractive Color Model.
         ii. Ancient Indian Art
         iii. Neolithic Art
         iv. 3D Printing
         v.   Proportion