BRAINWARE UNIVERSITY

Course –BAMW

Desktop Designing and Illustration (BMW102)

(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)   _____ is not a type of Layer in Photoshop.
   - a. Overlay
   - b. Shape
   - c. Adjustment
   - d. Text

(ii)   Which of the following statement is correct?
   - a. Spot Colour uses pre-mixed ink
   - b. Process Colour uses pre-mixed ink
   - c. CMYK is Additive Colour Model
   - d. RGB is Subtractive Colour Model

(iii)   In LAB colour Mode, L stands for _____.
   - a. Level
   - b. Luminosity
   - c. Light Colours
   - d. None of these

(iv)   Typography is essential for establishing _____.
   - a. Legibility
   - b. Emphasize Text
   - c. Creating Appeal
   - d. All of these

(v)   A4 paper's size is _____.
   - a. 210 x 297
   - b. 297 x 420
   - c. 210 x 300
   - d. 217 x 297

vi)   PNG stands for _____ .
   - a. Portable Network Graphics
   - b. Portable Net Graphics
   - c. Portable National Graphics
   - d. None of the above

(vii) Which of the following is a 3D shape?

    a. Circle   b. Hexagon

    c. Polygon   d. Sphere

(viii) One inch size of text can be obtained by selecting _____ size.

    a. 36 points   b. 70 points

    c. 72 points   d. 96 points

(ix) In CMYK colour Mode 'K' stands for _____.

    a. Blue   b. Black

    c. Kroma   d. None of these

(x) _____ is not a type of Blending Mode in Photoshop.

    a. Overlay   b. Screen

    c. Gradient Overlay   d. Vivid Light

Group – B

(Short Answer Type Questions)
(Answer any *three* from the following)

3 x 5 = 15

2. Define Master Page. What is Template?   [2 + 3]
3. Discuss about Blend and Text Wrapping techniques of Vector Designing softwares.   [5]
4. Differentiate between Antialias and Feather.   [5]
5. Describe the Masking techniques in Photoshop.   [5]
6. Define Pixel. What is Resolution?   [2 + 3]

Group – C

(Long Answer Type Questions)
(Answer any *three* from the following)

3x 15= 45

7. (a) How do we prepare a document for printing?   [5]
    (b) What do you mean by Colour Separation in Digital Offset printing?   [10]
8. (a) Compare between Raster Graphics and Vector Graphics software.   [10]
    (b) Write a short notes on Image file formats.   [5]
9. Discuss about Printing Papers.   [15]
10. Discuss about Digital Offset Printing process.   [15]
11. Discuss about the various object or image transformation techniques.   [15]