



BRAINWARE UNIVERSITY

Course –MAMW

Graphic Designing and Print Media (MMW102)

(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) In Grayscale Colour Mode, we get a colour gamut of _____ shades of Gray
- | | |
|--------|-------------------------|
| a. 100 | b. 255 |
| c. 256 | d. More than 16 million |
- (ii) Print resolution is measured using the _____ measuring unit.
- | | |
|--------|--------|
| a. DPI | b. PPI |
| c. BPC | d. BPI |
- (iii) Which of the following is a 3D shape?
- | | |
|-----------|-------------|
| a. Line | b. Pentagon |
| c. Square | d. Cube |
- (iv) Which of the following colour is associated with neutrality and practicality?
When used as a background it intensifies other colors.
- | | |
|----------|----------|
| a. White | b. Black |
| c. Blue | d. Gray |
- (v) Which of the following is a Blending Mode in Photoshop?
- | | |
|----------------|------------------|
| a. Drop shadow | b. Overlay |
| c. Vibrance | d. None of these |

Group – C

(Long Answer Type Questions)

3x 15= 45

Answer any *three* from the following

- | | | |
|-----|-----------------------------------------------------------------------------|------|
| 7. | (a) Define Colour Mode. | [5] |
| | (b) Differentiate between RGB and CMYK colour modes. | [10] |
| 8. | (a) Define Alpha channel. | [5] |
| | (b) Describe the masking techniques in Photoshop. | [10] |
| 9. | Define Colour Wheel. | [5] |
| | Distinguish between Complementary and Analogous Colour Combination Schemes. | [10] |
| 10. | Describe the Digital Offset printing process. | [15] |
| 11. | (a) Define Desktop Publishing. | [5] |
| | (b) Discuss about the Banner and Flex designing tips. | [10] |