

BRAINWARE UNIVERSITY

Course -MAMW

Graphic Designing and Print Media (MMW102)

(Semester -1)

Time allotted:	Full Marks: 70		
[The figure in t	the margin indicates full marks. Cano their own words as far		ntes are required to give their answers in practicable.]
	Group -	A	
	(Multiple Choice Typ	pe (Questions) $10 \times 1 = 10$
1. Choose th	he correct alternative from the follov	ving	3
(i) In Gray	scale Colour Mode, we get a colour	gan	nut of shades of Gray
a. 10	00	b.	255
c. 25	56	d.	More than 16 million
(ii) Print res	solution is measured using the		measuring unit.
a. D	PI	b.	PPI
c. B	PC	d.	BPI
(iii) Which	of the following is a 3D shape?		
a. Li	ine	b.	Pentagon
c. So	quare	d.	Cube
When	ch of the following colour is associate used as a background it intensifies of White	• •	
	Blue		Gray
			•
	of the following is a Blending Mode		-
a. I	Orop shadow	D.	Overlay

d. None of these

c. Vibrance

(vi)	Hue defines the	of colour.				
	a. Richness	b. Purity				
	c. Brightness	d. Shading				
(vii)		ds the pixels along the edge of a selection to seamlessly				
	merge it with a new backgrou a. Dither					
		b. Defringe				
	c. Anti-alias	d. Tolerance				
(viii)		ng technique whereby a mesh is used to transfer ink				
	onto a substrate, except in are a. 3D	s made impermeable to the ink by a blocking stencil. b. Flex				
	c. Screen Printing	d. Offset Printing				
	c. Screen Finding	d. Offset Fillithing				
(ix)	A Laser Printer uses	·				
	a. Dye Ink	b. Ink Ribbon				
	c. Toner	d. Marker				
()	1.611					
(x)	defines the quality of printing paper.					
	a. Ream Mark	b. GSM				
	c. GMS	d. Coat Level				
		Group – B				
	(Short	Answer Type Questions) $3 \times 5 = 15$				
Angy	ver any <i>three</i> from the following					
2.	What is the purpose of creating a	Logo? Explain how to create an				
	effective Logo?	[2+3]				
3.	Discuss about transformation techniques.					
4. 5.	4. Compare between Feather and Anti-alias.5. Explain Text wrapping and Blend techniques of Vector graphic					
٥.	designing.	[5]				
6.	Define Typography. Distinguish between Font and Typeface. [

Group-C

		(Long Answer Type Questions)	$3x\ 15 = 45$
Ans	wer a	ny 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)	(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]