BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme– Bachelor of Arts (Honours) in Multimedia & Web Development

Course Name –Desktop Designing and Illustration

Course Code –BMW102 (BL)

(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)   What is the extension name of InDesign library?

      a.   .indb   b.   .indt

      c.   .indl   d.   .indd

(ii)   The command TEXT FRAME OPTION (CTR + B) Appears in which Menu.

      a.   Type Menu   b.   File Menu

      c.   Object Menu   d.   Window Menu

(iii)   Adobe Illustrator terminology for a drawn line is:

      a.   Line   b.   Path

      c.   Point Successor   d.   Gamma Line

(iv)   Fancy, Bevel, Inset, Inverse Rounded comes under which option of Adobe Indesign.

      a.   Anchor Object   b.   Effects

      c.   Pathfinder   d.   Corner options

(v)   How do you create type that follows the shape of a path or an object?

      a.   It can't be done   b.   Use the Path Type Tool

      c.   Use the Pathfinder tool   d.   Deselect the Path

(vi)   How many selection tools are there in Photoshop?

      a. 8   b. 9

      c. 4   d. 2

(vii)   Which of the following is used to convert a raster image to a vector image?

      a. Live Trace   b. Live Convert

      c. Live Pixels   d. Live Paint

(viii) The smallest part of a displayed bitmapped image is:

      a. Pixel   b. Dot

      c. All of these   d. None of these

(ix)   Which of the following is a Layer Blending Mode in Photoshop?

      a. Overlay   c. Multiply
      b. Pin Light   d. All of these

(x)   Which of the following is the short cut key of Layers panel in Photoshop?

      a. F9   b. Ctrl + L

      c. F7   d. Alt + L

Group – B

(Short Answer Type Questions)   3 x5 =15

Answer any *three* from the following
2. Explain the Child Page concept of Indesign?   5
3. Explain the Master Page concept of InDesign?   5
4. Differentiate between Vector Graphics and Raster Graphics.   5
5. Which Color mode is used for printing and why is it used for printing?   5
6. Describe about Smart object.   5

Group – C

(Long Answer Type Questions)   3x 15 = 45

Answer any *three* from the following:
7.   Explain the process of preparing the document for printing in Digital Printing and Offset Printing.   15
8. (a) Describe Color Mode.   5
    (b) Explain any five color modes.   10

9.   (a) State the meaning of a Path.   7
      (b) Describe the process of converting a Vector Graphic image into Raster Graphic image and vice versa.   8

10.   (a) Differentiate between RGB and CMYK.   8
      (b) What is the difference between creating a Grayscale image using Desaturate option and by selecting Grayscale Color Mode?   7

11.   (a) What is a Pixel?   3
      (b) Describe Resolution.   3
      (c) Write a short note on Desktop Publishing.   4
      (d) Differentiate Between Desktop Publishing & Graphic Designing.   5