



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

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

Course Name – Desktop Designing and Illustration

Course Code – BMWH010402

(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) How can you select and manipulate individual objects in a group?
 - a. Using the “group transform” tool
 - b. Using the “group selection” tool
 - c. Using the “group division” tool
 - d. Can’t be done. The group needs to be ungrouped first
 - (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) Fancy, Bevel, Inset, Inverse Rounded comes under which option of Adobe Indesign.
 - a. Anchor Object
 - b. Effects
 - c. Pathfinder
 - d. Corner options
 - (vii) Which of the following is not a Complementary Colour?
 - a. Orange and Blue
 - b. Purple and Yellow
 - c. Red and Green
 - d. Yellow and Orange

- (viii) The Illustrator tool which is shown as a white arrow is known as the:
- a. Selection Tool
 - b. Direct Selection Tool
 - c. Paint Tool
 - d. Anchor Adjustment Tool
- (ix) 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
- (x) By default how many colour channels are there in Index color mode?
- a. One Channel
 - b. 216 Channel
 - c. 255 Channel
 - d. 256 Channel

Group – B

(Short Answer Type Questions)

3 x5 =15

Answer **any three** from the following

1. Explain how you can wrap text around a graphic object in Illustrator. 5
2. Explain the Master Page concept of InDesign. 5
3. Differentiate between Vector Graphics and Raster Graphics. 5
4. Which Color mode is used for printing and why is it used for printing? 5
5. Define Resolution and explain its measurement units. 5

Group – C

(Long Answer Type Questions)

3x 15 = 45

Answer **any three** from the following:

7. (a) How can we restrict Font substitution in Photoshop and Illustrator? 6
- (b) Compare between Leading, Kerning and Tracking. 9
8. (a) Explain Proofing. 5
- (b) Describe Colour Separation. 5
- (c) What is the use of Registration Marks? 5
9. (a) Differentiate between RGB and CMYK. 8
- (b) What is the difference between creating a Grayscale image using Desaturate option and by selecting Grayscale Colour Mode? 7
10. (a) Explain Masking. 5
- (b) Differentiate between Layer Mask and Vector Mask. 5
- (c) Describe the process of creating Clipping Mask in Illustrator. 5
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