



**BRAINWARE UNIVERSITY**

**Term End Examination 2018 - 19**

**Programme– Master of Arts in Multimedia & Web / Master of Arts in Multimedia & Web Development**

**Course Name –Graphic Designing and Print Media**

**Course Code – MMWE010402 / MMW102 (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 short cut of duplicating a Layer in Photoshop?

- a. Ctrl + D
- b. Ctrl + L
- c. Ctrl + J
- d. None of these

(ii) What is the extension name of InDesign template?

- a. .indb
- b. .indb
- c. .indl
- d. .indl

(iii) In HSB colour model 'S' stands for:

- a. Saturation
- b. Symbol
- c. Signal
- d. Solid

(iv) \_\_\_\_\_ Command converts text into non editable form or paths in Illustrator.

- a. Convert to Path
- b. Create Path
- c. Create Non editable
- d. Create Outlines

(v) In LAB colour mode L stands for:

- a. Line
- b. Light
- c. Lightness
- d. Luminosity

- (vi) GSM stands for?
- a. Grams per square Meter
  - b. Grams per square Millimeter
  - c. Gallons per square Meter
  - d. None of these
- (vii) Which of the following is a Cool Colour?
- a. Red
  - b. Blue
  - c. Yellow
  - d. Orange
- (viii) How many selection tools are there in Photoshop?
- a. 8
  - b. 9
  - c. 4
  - d. 2
- (ix) Which of the following is a Layer Style in Photoshop?
- a. Satin
  - b. Drop Shadow
  - c. Both a and b
  - d. None of these
- (x) \_\_\_\_\_ is a line joining two anchor points in a Bezier Curve?
- a. Segment
  - b. Handle
  - c. Node
  - d. Line

**Group – B**

(Short Answer Type Questions)

3 x5 =15

Answer any *three* from the following:

- 2. Describe Clipping Mask in Illustrator. 5
- 3. What is Masking? 5
- 4. Compare between Master page and Template. 5
- 5. Differentiate between RGB and CMYK. 5
- 6. Differentiate between Anti-alias and Feather. 5

**Group – C**

(Long Answer Type Questions)

3x 15 = 45

Answer any *three* from the following:

- |     |     |  |    |
|-----|-----|--|----|
| 7.  | (a) | What is a Pixel?   | 2  |
|     | (b) | Define Resolution.   | 3  |
|     | (c) | Differentiate between 2d Graphics and 3d Graphics.                       | 10 |
| 8.  | (a) | Define Layer.  | 5  |
|     | (b) | Explain the types of Layers in Photoshop.                                | 10 |
| 9.  | (a) | Define Typography.   | 5  |
|     | (b) | Differentiate between Font and Typeface.                                 | 5  |
|     | (c) | Compare between Serif Fonts and Sans Serif Font.                         | 5  |
| 10. |     | Describe the Offset printing technique.                                  | 15 |
| 11. | (a) | Describe Colour Separation and registration checking in Offset printing. | 8  |
|     | (b) | Write a short note on Post Printing processes.                           | 7  |

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