



BRAINWARE UNIVERSITY

Term End Examination 2019 – 20

Programme – Master of Science in Multimedia

Course Name – Design Theory and Process

Course Code –MMM101

(Semester – 1)

Time allotted: 2 Hours 30 Minutes

Full Marks: 60

[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 Question)

20 x 1 = 20

1. Answer any *twenty* from the following
 - (i) Which of the following is a 3D Shape?

a. Circle	b. Octagon
c. Sphere	d. None
 - (ii) Which of the following is a suitable Print Resolution?

a. 50 dpi	b. 72 dpi
c. 100 dpi	d. 300 dpi
 - (iii) PPI stands for:

a. Points per inch	b. Pixels per inch
c. Pixels per Illustration	d. None
 - (iv) Which of the following is a Layer Blending Mode in Photoshop?

a. Overlay	b. Multiply
c. Pin Light	d. All of these
 - (v) Which of the following person is credited for developing the Gestalt's psychology of Design?

a. Max Wertheimer	b. Wolfgang Köhler
c. Kurt Koffka	d. All of them

- (vi) This principle describes the eye's tendency to see and separate objects from their surrounding background.
- a. Theory of Proximity
 - b. Theory of Closure
 - c. Theory of Foreground / Background
 - d. Theory of Ground
- (vii) Grouping can be achieved with lots of different commonality including shape, colour, texture, size or any other visual attribute. Which Gestalt's Psychology states this?
- a. Theory of Closure
 - b. Theory of Space
 - c. Theory of Proximity
 - d. None
- (viii) Which of the following is not a designer's guide?
- a. Golden Ratio
 - b. Rule of Thirds
 - c. Gestalt's Principles
 - d. Three Act Structure
- (ix) GIF stands for
- a. Graphical Internet File
 - b. Graphics Interchange Format
 - c. Graphic Included Format
 - d. None of these
- (x) By default how many channel Indexed color images are there?
- a. One Channel
 - b. 216 Channel
 - c. 255 Channel
 - d. 256 Channel
- (xi) R255G255B255 will give us _____ colour.
- a. White
 - b. Black
 - c. Blue
 - d. Gray
- (xii) CMYK obtains colour from _____.
- a. Light
 - b. Computer
 - c. Inks
 - d. None
- (xiii) Which of the following is an ascender text?
- a. X
 - b. Y
 - c. B
 - d. None of these
- (xiv) Which of the following is an example of Serif Font?
- a. Arial
 - b. Times New Roman
 - c. Calibri
 - d. Britannic Bold
- (xv) GSM stands for _____ .
- a. Grammes per square Meter
 - b. Grammes per square Millimeter
 - c. Grammes square Meter
 - d. None

- (xvi) _____ is the inventor of Printing Press.
- | | |
|-----------------------|-------------------|
| a. Johannes Gutenberg | b. Thomas Edison |
| c. Boris Becker | d. Max Wertheimer |
- (xvii) Which of these printing methods is ubiquitous printing technology?
- | | |
|--------------------|-------------------------|
| a. Offset printing | b. Letterpress printing |
| c. Screen printing | d. Gravure printing |
- (xviii) What is the size of A4 size paper?
- | | |
|-----------------|-----------------|
| a. 210 x 297 mm | b. 297 x 420 mm |
| c. 200 x 300 mm | d. None |
- (xix) Which metal is made of plates used in offset printing technology?
- | | |
|---------|-------------|
| a. Wood | b. Aluminum |
| c. Iron | d. Copper |
- (xx) One inch size of Text = _____ Points.
- | | |
|---------------|--------------|
| a. 300 Points | b. 50 Points |
| c. 72 Points | d. None |
- (xxi) If we use Triadic Colour Scheme then we will combine Blue with _____ and _____.
- | | |
|----------------------|-------------------|
| a. Yellow and Orange | b. Yellow and Red |
| c. Yellow and Green | d. Orange and Red |
- (xxii) If we use Complementary Colour Scheme then we will combine Blue with _____.
- | | |
|-----------|-----------|
| a. Yellow | b. Red |
| c. Green | d. Orange |
- (xxiii) In HSB colour Model, 'H' stands for _____.
- | | |
|--------|---------|
| a. Hue | b. High |
| c. Hot | d. None |
- (xxiv) Which of the following is a Printing Mark?
- | | |
|------------|-----------------|
| a. Crop | b. Registration |
| c. Folding | d. All of these |
- (xxv) RGB stands for:
- | | |
|----------------------|---------------------|
| a. Red, Green, Black | b. Red, Gray, Black |
| c. Red, Gray, Blue | d. Red, Green, Blue |

Group – B

(Short Answer Type Questions)

4 x 5 = 20

Answer any *four* from the following

- | | | |
|----|--|---|
| 2. | Explain the Master Page concept of a Publication software. | 5 |
| 3. | Differentiate between Vector Graphics and Raster Graphics. | 5 |
| 4. | Define Pixel and Resolution. | 5 |
| 5. | Write a short note on any two Gestalt's principle of design. | 5 |
| 6. | Describe Color Wheel with diagram. | 5 |
| 7. | Discuss about Typography. | 5 |

Group – C

(Long Answer Type Questions)

2 x 10 = 20

Answer any *two* from the following

- | | | |
|-----|---|---|
| 8. | (a) Define Layers. | 5 |
| | (b) Briefly write about various types of Layers in Photoshop. | 5 |
| 9. | (a) What is a Pixel? | 2 |
| | (b) Describe Resolution. | 3 |
| | (c) Define Image Editing. | 5 |
| 10. | Define the following: | |
| | (a) Publication. | 5 |
| | (b) Illustration. | 5 |
| 11. | (a) What is the use of Colour Wheel? | 5 |
| | (b) Discuss the association of Colours to various emotions and expressions. | 5 |
