BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – M.Sc.(AM)-2020/M.Sc.(AM)-2023/M.Sc.(AM)-2024
Course Name – Design Theory and Process
Course Code - MMM101
(Semester I)

Full Marks : 60   **Time : 2:30 Hours**

[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)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Select from options, Adobe Illustrator terminology for a drawn line is.

a) Line   b) Path
c) Point Successor   d) Gamma Line

(ii) State the full form of PPI.

a) Points per inch   b) Pixels per inch
c) Pixels per Illustration   d) None

(iii) Explain, how many selection tools are there in Photoshop.

a) 8   b) 9
c) 4   d) 2

(iv) Choose from the the following, which is a Layer Blending Mode in Photoshop.

a) F9   b) Ctrl + L
c) F7   d) Alt + L

(v) Choose from the the following,that is credited for developing the Gestalts psychology of Design?

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

(vi) Select the correct answer which says that a composition should not provide a sense of disorder or imbalance.

a) Theory of Proximity   b) Theory of Closure
c) Theory of Symmetry   d) None

(vii) Select the 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

104- 63

(viii) Select Gestalts Psychology that states Grouping can be achieved with lots of different commonality including shape, colour, texture, size or any other visual attribute.

    a) Theory of Closure   b) Theory of Space
    c) Theory of Proximity   d) None

(ix) Select, GIF stands for.

    a) Graphical Internet File   b) Graphics Interchange Format
    c) Graphic Included Format   d) None of these

(x) Select which term is not associated with RGB colour mode.

    a) Additive Colour Mode   b) Primary Colour Mode
    c) 3 Colour Channels   d) Subtractive Colour Mode

(xi) Choose a Warm Colour from among the following colours.

    a) Blue   b) Red
    c) Green   d) None

(xii) Select from the following, which is a combination of Process colours.

    a) RGB   b) LAB
    c) Grayscale   d) CMYK

(xiii) Choose from the following which colour will combine with Blue if we use Triadic Colour scheme.

    a) Yellow and Orange   b) Yellow and Red
    c) Yellow and Red   d) Yellow and Green

(xiv) Name this Colour Scheme where all three colors are distributed evenly around the color wheel.

    a) Complementary Colour Scheme   b) Analogous Colour Scheme
    c) Triadic Colour Scheme   d) None of these

(xv) Select from the following that stands for R255G255B255.

    a) White   b) Black
    c) Blue   d) Gray

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Describe the process of screen printing and its common applications. (3)
3. Define the difference between impact and non-impact printing techniques. (3)
4. Explain the steps involved in the digital offset printing process. (3)
5. Discuss Proof reading. (3)
6. Explain about the GSM. (3)

OR

Explain about the 3D Printing. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Explain the concept of Color Depth and its effect on digital images. (5)
8. Describe the function and importance of Clipping Masks in digital graphics. (5)
9. Explain about the Spot Color. (5)
10. Analyze the role of registration checks in the printing process and how they prevent common printing errors. (5)
11. Construct a workflow for preparing printing plates in offset printing and discuss its importance in the printing process. (5)
12. Construct a workflow for the cutting process in post-printing and discuss its importance in the overall print production. (5)

OR

Write a detailed explanation of the role of packaging techniques in post-printing and their   (5)
impact on product presentation.

****