



Library  
Brainware University  
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## BRAINWARE UNIVERSITY

Term End Examination 2024-2025  
Programme – M.Sc.(AM)-2023/M.Sc.(AM)-2024  
Course Name – Aesthetics of Design and Print  
Course Code - MMM103  
( 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) Identify the factor upon which the sharpness and clarity of an image depend.
  - a) Resolution
  - b) Color
  - c) Image Size
  - d) Canvas Size
- (ii) Identify the term that refers to the distance between two lines in typography.
  - a) Leading
  - b) Scaling
  - c) Spacing
  - d) Kerning
- (iii) Identify the term known as letter spacing, used to adjust the space uniformly over a range of characters and affecting the character density of the passage.
  - a) Line Length
  - b) Leading
  - c) Kerning
  - d) Tracking
- (iv) Identify the unit of measurement used in typography that defines the size of text as "point".
  - a) 1/6 of an inch or 12 points
  - b) width of a character
  - c) 1/72 inch
  - d) 1/12 and inch of 72 points
- (v) Select the tool or option used to write text vertically in Illustrator.
  - a) Area Type Tool
  - b) Vertical Type Tool
  - c) Special Text tool
  - d) Horizontal Type tool
- (vi) Identify the function of the Direct Selection Tool.
  - a) Allows the selection of individual shapes.
  - b) Allows the selection of individual lines.
  - c) Allows the selection of individual letters.
  - d) Allows the selection of individual points.
- (vii) Identify the tool used to make straight edge selection in Adobe Photoshop.
  - a) Magnetic lasso
  - b) Clone
  - c) Wand
  - d) Polygonal lasso
- (viii) Identify the filter used for adding, or reducing noise and grain in photographs.
  - a) Blur
  - b) Noise

- c) Render d) Sharpen
- (ix) Select the tool that lets you select an area of an image and then paint with that area.  
 a) Eye dropper b) Copy  
 c) Clone d) Patch
- (x) Choose the tool we need to select an abnormally shaped Image in a layer.  
 a) Crop b) Marquee  
 c) Lasso d) Magic wand
- (xi) Select the tool in InDesign that lets you create a multi-sided shape placeholder.  
 a) Ellipse b) Pen  
 c) Polygon d) Polygon Frame
- (xii) Choose the correct option to find Left and Right Margin in Adobe InDesign.  
 a) Facing pages b) Double sided  
 c) Margin view d) Bleed
- (xiii) Identify the type for normal, preview, bleed, slug, presentation etc in adobe indesign.  
 a) Page b) Document arranging option  
 c) View option d) Screen Mode
- (xiv) Select from where we can update the page numbers in different files in Indesign.  
 a) Book b) TOC  
 c) Section d) All of them
- (xv) Identify the command that abandons all changes and displays the most recently saved version documents in Adobe Indesign  
 a) Undo b) Revert  
 c) Reverse d) Revolve

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the role of the Pathfinder and Shape Builder tools in vector designing. (3)
3. Distinguish between the Pathfinder tool and the Shape Builder tool in Adobe Illustrator. (3)
4. Relate the concept of layers to the fundamental idea of non-destructive editing in Photoshop. (3)
5. Write a short note about smart objects in Adobe photoshop. (3)
6. Prepare a short note on the Shape builder tool in Adobe illustrator. (3)

OR

- Prepare a short not on the filters in adobe photoshop. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Relate the concept of facing pages to the design of print publications. (5)
8. Write about the purpose of Smart Objects in Adobe Photoshop and how they differ from regular image layers. (5)
9. Relate the concept of masking in Adobe Photoshop to its use in creating composite images. (5)
10. Analyze the importance of consistent margins in publication design and discuss how they contribute to the overall visual appeal and readability of multi-page documents. (5)
11. Distinguish between Raster Graphics and Vector Graphics. (5)
12. Construct the importance of using vector graphics over raster graphics in Adobe Illustrator, especially for logo design and branding. (5)

OR

- Summarize the use of layers and groups in Illustrator to complex project management and explain how they help maintain workflow efficiency. (5)