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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – M.Sc.(AM)-2025
Course Name – Aesthetics of Design and Print
Course Code - MMM10400
(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 term pixel.

a) A small picture element that represents a single point in a digital image
b) A type of file format for images
c) A graphic design software
d) A type of font used in digital graphics

(ii) Identify the function of a graphics card in a computer system.

a) It manages the storage of graphics files
b) It stores images
c) It processes and renders images on the screen
d) It controls the display brightness

(iii) Identify the primary colors used in digital graphics.

a) Red, Green, Blue
b) Yellow, Magenta, Cyan
c) Black, White, Gray
d) Red, Yellow, Blue

(iv) Select the correct statement about raster graphics.

a) They are composed of paths defined by mathematical equations
b) They can be resized without losing quality
c) They are composed of pixels and can lose quality when resized
d) They are only used for web graphics

(v) Select the principle of design that ensures all elements in a design are visually connected.

a) Unity
b) Contrast
c) Proportion
d) Rhythm

(vi) Identify the Gestalt principle where incomplete shapes are perceived as complete.

a) Proximity
b) Continuity
c) Closure
d) Similarity

(vii) Select the definition of eye level in perspective drawing.

a) The height of the viewer's eyes
b) The height of the object
c) The vanishing point
d) The horizon line

(viii) Identify the perspective type where all lines converge at a single point.

a) One-point perspective
b) Two-point perspective
c) Three-point perspective
d) Multi-point perspective

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(ix) Recognize the difference between a font and a typeface.

a) A font is a type of typeface
b) A typeface is a type of font
c) A font is a specific style within a typeface
d) A typeface is a specific style within a font

(x) Select the correct that distinguish between serif and sans-serif typefaces.

a) Serif has decorative strokes, sans-serif does not
b) Sans-serif has bold weight and color, serif does not
c) Both have decorative strokes
d) Neither has decorative strokes

(xi) Identify the correct that distinguish between kerning and tracking.

a) Kerning adjusts space between letters, tracking adjusts space between words
b) Tracking adjusts space between letters, kerning adjusts space between words
c) Both adjust space between letters
d) Both adjust space between words

(xii) Identify the correct statement that distinguish between bold and italic text in terms of emphasis.

a) Bold is for emphasis, italic is for style
b) Italic is for emphasis, bold is for style
c) Both are used for emphasis
d) Neither is used for emphasis

(xiii) Recognize the effect of using too many different typefaces in a design.

a) Enhances the design
b) Creates a cluttered appearance
c) Has no effect on the design
d) Makes the design more professional

(xiv) Select the type of printing where the image area is raised above the non-image area.

a) Screen Printing
b) Flex Printing
c) Digital Printing
d) Impact Printing

(xv) Identify the printing process that typically follows cutting in the post-printing process.

a) Folding
b) Binding
c) Packaging
d) Laminating

Group-B

(Short Answer Type Questions) 3 x 5=15

2. List the main differences between JPEG and PNG file formats. (3)
3. Describe the impact of Gestalt's principle of similarity on visual unity in a design. (3)
4. Construct a custom color palette using digital design tools and explain its relevance. (3)
5. Summarize the benefits of using flex printing for large format prints. (3)
6. Explain the significance of baseline in typography. (3)

OR

Construct a typographic composition that balances legibility and aesthetic appeal, explaining your choice of alignment and emphasis. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Describe the differences between Raster Graphics and Vector Graphics, including their use cases. (5)
8. Explain the role of Gestalt's principle of proximity in layout design. (5)
9. Construct a typographic composition that balances alignment, text emphasis, and legibility. (5)
10. Analyze the importance of color depth in digital media and its impact on image quality and file size. (5)
11. Construct a custom color palette for a web design project and explain the rationale behind your choices. (5)
12. Illustrate the effect of different text alignments on readability and layout design. (5)

OR

Analyze how text emphasis (bold, italics, underlining) affects the visual hierarchy and legibility in design. (5)

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