



BRAINWARE UNIVERSITY

Term End Examination 2022

Programme – M.Sc.(AM)-2020/M.Sc.(AM)-2022

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 in which of the following types of printing techniques do we use toner.
 - a) Laser printing
 - b) Screen printing
 - c) Offset printing
 - d) None of these
- (ii) 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
- (iii) Select the Complementary Colour of Blue if we use Complementary Colour Scheme.
 - a) Yellow
 - b) Red
 - c) Green
 - d) Orange
- (iv) Choose what RGB stands for
 - a) Red, Green, Black
 - b) Red, Gray, Black
 - c) Red, Gray, Blue
 - d) Red, Green, Blue
- (v) Choose from the following that is a Cool Colour?
 - a) Blue
 - b) Purple
 - c) Green
 - d) All of these
- (vi) State the full form of PPI.
 - a) Points per inch
 - b) Pixels per inch
 - c) Pixels per Illustration
 - d) None
- (vii) State, DPI stands for:
 - a) Dots per inch
 - b) Dye per inch
 - c) Density per inch
 - d) None
- (viii) Select, The ratio of the width to the height of an image or screen :
 - a) Resolution
 - b) Frame Size

- c) Aspect Ratio
d) Frame Area
- (ix) List, how many type of Marquee Tool are there in Photoshop?
a) Seven
b) Four
c) One
d) Two
- (x) Select, Fancy, Bevel, Inset, Inverse Rounded comes under which commands of Adobe Indesign
a) Anchor Object
b) Effects
c) Pathfinder
d) Corner options
- (xi) Choose from the the following, which is not a Gestalts Theory
a) Theory of Proximity
b) Theory of Continuity
c) Theory of Closure
d) Theory of Independence
- (xii) Choose from the the following, which is a Gestalts Theory?
a) Theory of Independence
b) Line Theory
c) Colour Theory
d) Theory of Proximity
- (xiii) Choose from the following that is not a designer guide
a) Golden Ratio
b) Rule of Thirds
c) Gestalts Principles
d) Three Act Structure
- (xiv) Determine which of these color modes will render in the smallest file size.
a) RGB
b) CMYK
c) LAB
d) Grayscale
- (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. Discuss Subtractive and Additive Colors (3)
3. Explain leading (3)
4. Discuss Law of Proximity (3)
5. Explain GSM (3)
6. Discuss Offset Printing (3)

OR

Discuss lamination in printing (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define Serif and Sans Serif (5)
8. Explain Bleed and Gutter. (5)
9. Explain Monochromatic Color (5)
10. Expaing Grayscale Color Mode. (5)
11. Explain Binding and Stitching techniques. (5)
12. Discuss Law of Closure and laws of similarity (5)

OR

Explain Properties of Paper (5)
