BRAINWARE UNIVERSITY

Term End Examination 2022
Programme – B.Sc.(AM)-Hons-2022
Course Name – Fundamentals of Illustration and Digital media
Course Code - BMMC102
(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 the non-impact Printer.

a) Daisy Wheel   b) Dot Matrix
c) Ink Jet   d) All of these

(ii)   Select the full form of DTP.

a) Data publishing   b) Data printing
c) Desktop printing   d) Desktop publishing

(iii)   Identify the printers the uses a ribbon.

a) Dot matrix   b) Inkjet printer
c) Drum printer   d) Laser printer

(iv)   Select the types of printing techniques that offer the best quality of printing among the following options.

a) Screen printing   b) Gravure printing
c) Letterpress printing   d) Offset printing

(v)   Choose the inventor of Printing Press.

a) Johannes Gutenberg   b) Thomas Edison
c) Boris Becker   d) Max Wertheimer

(vi)   Indicate how many cylinders are used in offset printing.

a) 2   b) 4
c) 3   d) 5

(vii)   Choose an appropriate answer to fill in the blanks. RGB stands for_____.

a) Red, Green, Black   b) Red, Gray, Black
c) Red, Gray, Blue   d) Red, Green, Blue

(viii)   Write which of the following is a Printing Mark.

a) Crop   b) Registration

c) Folding   d) All of these

(ix) Choose an appropriate answer to feeling blanks The preferred print resolution is _____ DPI

    a) 72   b) 300

    c) 150   d) None of these

(x) Write which of the following processes is a Post printing process.

    a) Lamination   b) Proofing

    c) Colour Separation   d) Registration Checking

(xi) Choose the color scheme that uses colors that sit side by side on the color wheel and have a common hue

    a) color scheme   b) Monochromatic color scheme

    c) Triad color scheme   d) Analogous color scheme

(xii) Choose which of the following is the short cut key of Layers panel in Adobe Photoshop.

    a) F9   b) Ctrl + L

    c) F7   d) Alt + L

(xiii) Select the extension name of Adobe InDesign library?

    a) .indb   b) .indt

    c) .indl   d) .indd

(xiv) Select the menu which contains the text frame option in Adobe Indesign.

    a) Type Menu   b) File Menu

    c) Object Menu   d) Window Menu

(xv) Select the first printing technique in history.

    a) Metal block printing   b) Stone block printing

    c) Wood block printing   d) None

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Differentiate between Vector Graphics and Raster Graphics.   (3)
3. Explain Color Wheel with diagram.   (3)
4. Analyze the use of Alpha Channels.   (3)
5. Write a short note on Printing Papers.   (3)
6. Write the difference between Ink cartridge and Toner cartridge.   (3)

OR

Justify how Ink for printing is different from Toner.   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Explain Colour Gamut.   (5)
8. (a) Explain the warm and cool colour. (b) Differentiate between Spot Colour and Process Colour.   (5)
9. Summarize about Post printing processes.   (5)
10. Explain Color Modes.   (5)
11. (a) Define Layers. (b) Describe use of Adjustment Layer?   (5)
12. (a) Discuss about the Proofing techniques. (b) Explain the process of Registration checking.   (5)

OR

(a) Explain Pixel (b) Define Resolution. (c) Write a short note on Aspect Ratio.   (5)

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