



## BRAINWARE UNIVERSITY

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Barasat, Kolkata -700125

Term End Examination 2022

Programme – M.Sc.(AM)-2021/M.Sc.(AM)-2022

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) Choose the tool we need to select an abnormally shaped Image in a layer.
- |          |               |
|----------|---------------|
| a) Crop  | b) Marquee    |
| c) Lasso | d) Magic wand |
- (ii) Choose which are the primary Colours
- |                        |                       |
|------------------------|-----------------------|
| a) Yellow, Green, Slue | b) Red, Magenta, Blue |
| c) Red, Green, White   | d) Red, Green, Blue   |
- (iii) Determine using which option of Adobe Illustrator can we convert any text into path.
- |                      |                    |
|----------------------|--------------------|
| a) Create Outlines   | b) Convert to path |
| c) Convert to Bitmap | d) None of these   |
- (iv) Define what is 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. |
- (v) Write which of the following statement is true.
- |   |   |
|---|---|
| a) Using Adobe Photoshop to convert raster images to vector images. | b) Using Adobe Illustrator to convert raster images to vector images. |
| c) Using Adobe Bridge to convert grayscale images to vector images. | d) Using Adobe Dreamweaver to convert gifs into vector images.        |
- (vi) Identify the tool in Adobe Illustrator which is shown as a white arrow.
- |                          |                           |
|--------------------------|---------------------------|
| a) Selection Tool        | b) Paint Tool             |
| c) Direct Selection Tool | d) Anchor Adjustment Tool |
- (vii) Select from where we can update the page numbers in different files in Indesign.
- |            |                |
|------------|----------------|
| a) Book    | b) TOC         |
| c) Section | d) All of them |
- (viii) Identify which of the following technically defines the method by which Adobe Illustrator creates images.

- a) Raster  
c) Extrapolation
- (ix) Select the shortcut key of Document Setup in Adobe InDesign.  
b) Encryption  
d) Vector  
a) Ctrl+Shift+P  
d) Ctrl+Alt+Shift+P  
c) Shift+Alt+P
- (x) Identify the tool used to make straight edge selection in Adobe Photoshop.  
b) Clone  
d) Polygonal lasso  
a) Magnetic lasso  
c) Wand
- (xi) Identify what Adobe Photoshop CC Stands for  
b) Creat Cloud  
d) None of the above  
a) Creative Cloud  
c) Craft Cloud
- (xii) Identify for which the the shortcut Ctrl + R is used in Adobe Photoshop.  
b) Guides  
d) Grids  
a) Ruler  
c) Slice
- (xiii) Write which option in Adobe Photoshop is used for altering the selection edge by softening it.  
b) Move  
d) Marquee Selection  
a) Rotate  
c) Feather
- (xiv) Determine for which option of Adobe Photoshop Ctrl + Shift + Alt + B is used as short cut key.  
b) Curves  
d) Slice  
a) Black & White  
c) Brushes
- (xv) Determine which is the common layer to all the files in Adobe Photoshop.  
b) Background  
d) None of these  
a) Layer 0  
c) Layer 1

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Describe what is layer masking in Adobe Photoshop. (3)  
3. Explain what are margins in Adobe Indesign. (3)  
4. Explain what is a master page in Adobe InDesign. (3)  
5. Determine what are facing pages in adobe illustrator (3)  
6. Express what do you mean by the master page in Indesign (3)

**OR**

Write how can we add columns in Adobe Indesign. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Explain the pathfinder tool in Adobe Illustrator (5)  
8. Explain the settings by which you can change the brush in Adobe Photoshop. (5)  
9. Justify what are Curves in Adobe Photoshop. (5)  
10. Explain what is a parent page in Adobe Indesign (5)  
11. List the advantages of using Vector Graphics. (5)  
12. Describe what do you mean by Raster Graphic (5)

**OR**

Describe the different types of masking in photoshop. (5)

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