



# BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Sc.(AM)-Hons-2023

Course Name – Fundamentals of Illustrations and Digital Media

Course Code - BAM10101

( Semester I )

Library  
Brainware University  
398, Ramkrishna Road, Barasat  
Kolkata, West Bengal-700125

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 design principle that focuses on creating a sense of balance and stability in a composition.
- a) Balance  
b) Harmony  
c) Emphasis  
d) Rhythm
- (ii) Identify the principle of repetition of visual elements to create a feeling of unity and consistency in a design.
- a) Proportion  
b) Variety  
c) Contrast  
d) Repetition
- (iii) Name the principle involves creating a clear focal point to draw the viewer's attention.
- a) Unity  
b) Balance  
c) Emphasis  
d) Proportion
- (iv) Identify the principle of "movement" in design refers to:
- a) The way elements are arranged in a design  
b) The use of color to create energy  
c) The illusion of motion or direction created by elements  
d) The repetition of shapes and forms
- (v) Identify the primary role of a graphic designer?
- a) Creating animations  
b) Writing code  
c) Visual communication  
d) Managing finances
- (vi) Name the software is commonly used for vector-based graphic design?
- a) Adobe Photoshop  
b) Adobe Illustrator  
c) Adobe InDesign  
d) Adobe Premiere Pro
- (vii) Define the importance of a graphic designer having a good understanding of typography.
- a) To create animations  
b) To enhance print quality  
c) To effectively use fonts and text in designs  
d) To edit photographs

- (viii) Identify the main differences between RGB and CMYK color modes in graphic design, and when should each be used?
- a) RGB is for print, and CMYK is for digital display.      b) RGB uses red, green, and blue channels, while CMYK uses cyan, magenta, yellow, and black for printing.
- c) RGB is for vector graphics, and CMYK is for raster images.      d) RGB is best for small projects, and CMYK is for large-scale designs.
- (ix) Define the term \"resolution\" refer to in digital images?
- a) The physical size of an image      b) The number of pixels in an image
- c) The number of colors in an image      d) The file format of an image
- (x) Choose the purpose of setting printing marks like crop marks, registration marks, and folding marks.
- a) To proof the layout and color references      b) To specify the standard sizes for printing
- c) To add extra space beyond the edge of the design for bleed      d) To create guides for accurate trimming, alignment, and folding during the printing process
- (xi) Identify the unit of measurement commonly used to express resolution in digital images.
- a) Inches      b) Megabytes
- c) Frames per second      d) Degrees
- (xii) Identify the color do you get when you mix red and blue pigments together
- a) Yellow      b) Green
- c) Magenta      d) Orange
- (xiii) Identify the color is often associated with warmth and energy?
- a) Blue      b) Red
- c) Green      d) Purple
- (xiv) Select the types of Computer Graphics are there?
- a) 2      b) 4
- c) 3      d) 5
- (xv) Choose the term that best describes a group of fonts that share similar design characteristics, such as serif or sans-serif.
- a) Typeface      b) Typeface family
- c) Type classification      d) Typography

#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define Pixel and Resolution. (3)
3. Define interpolated resolution in digital images. (3)
4. Explain the principle of \"Balance\" in design and provide an example of how it can be applied effectively. (3)
5. Explain the principle of \"Unity\" in design and provide an example of how it can be applied effectively. (3)
6. Explain tracking and evaluate its importance in typography. (3)

OR

Compare and contrast kerning and tracking in the context of typography. (3)

#### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the role of color in layout design for newspapers. Provide two examples of how typography choices can impact the effectiveness of a layout. (5)

8. Define graphic design and describe its primary purpose in visual communication, emphasizing its role in conveying information and aesthetics. (5)
9. Discuss the different types of layouts designs commonly used in graphic design and explain when each is most suitable. (5)
10. Explain the concept of balance in layout design and provide examples of how it can be achieved in both symmetrical and asymmetrical layouts. (5)
11. Compare the benefits of digital offset printing with traditional offset printing methods, considering factors like setup time, cost, print volume, and customization capabilities. (5)
12. Justify the importance of registration checks in the digital offset printing process, explaining how accurate registration impacts the quality and consistency of the final printed materials. (5)

**OR**

Contrast the advantages and disadvantages of digital offset printing with other digital printing methods, such as inkjet and laser printing, discussing factors like print quality, speed, and cost-effectiveness. (5)

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