Sanjay Ghodawat University, Kolhapur 2019-20

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017 EXM/P/09/01

Year: 2019-20 **School of Liberal Arts** **Department of JMC**

Program: B.A JMC

Course Code : MCA115 **Course Title: Graphic Designing & Visual Images** **Semester –III**

Day: Wednesday **End Semester Examination (ESE)** 10.30am to 1.30pm

Date: 20/11/19 **Time: 3 Hours**

Max Marks: 100

Instructions: 1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

Q.1	A	**Fill in the blanks with best suitable alternatives from the given**	**Marks-10**	**Blooms Level**	**COs**
	a)	_____ is a false visual perception seeing something other than what is really there. i) proportion ii) illusion iii) graphic design iv) optical illusion	01	L1	CO1
	b)	_____is the process of organizing and composing words and images to create a message. i). optical illusion ii). expression iii). illusion iv). graphic design	01	L1	CO2
	c)	____that indicates areas between, around, above, below, or within something. i). space ii). hue iii). value iv). balance	01	L1	CO3
	d)	_____ is the area of a picture or design that appears to be closest to the viewer. i). proportion ii). foreground iii). form iv). background	01	L1	CO4
	e)	_____is a closed 2 dimension area. i). value ii). shape iii). space iv). shade	01	L1	CO5

ESE

f)	_____ is the relationship of two or more elements in a design. i). proportion ii). color iii). composition iv). expression	01	L1	CO6
g)	Line, shape, form, color, value, space, and texture are _____. i). The elements of design ii). temperature iii). 3 Components of color iv). The fundamentals of art	01	L2	CO1
h)	_____ is a color scheme that uses colors that sit side by side. i). color scheme ii). Triad color scheme iii). Monochromatic color scheme iv). Analogous color scheme	01	L2	CO2
i)	_____is the characterization of color as either warm or cool. i). template ii). temperature iii). trademark iv). texture	01	L2	CO3
j)	The _____ are the rules a designer must follow to create an effective design. i). Principles of design ii). The elements of art/design iii). Graphic design iv). optical illusion	01	L2	CO4

B) **Match the followings** **Marks-05**

	'A' Group	'B' Group			
a)	Photoshop	1. Vector Graphics	01	L1	CO1
b)	Grayscale	2. Sample of color	01	L1	CO2
c)	Color swatch	3. Color picker	01	L1	CO3
d)	Illustrator	4. range of monochromic shades	01	L1	CO5
e)	Eyedroper	5. Raster Graphics	01	L1	CO6

ESE

C)	**Answer the following statements with True or False and correct the false one.**	**Marks-05**		
a)	Illustrator creates resolution-independent images.	01	L1	CO4
b)	Photoshop is a program used to manipulate images by allowing you to make adjustments to colors, brightness or contrast, changes to its resolution, crop and resize, or to modify its content, such as removing imperfections.	01	L2	CO5
c)	Screen resolution and Print resolution are the same things.	01	L1	CO3
d)	Monitor uses CYMK, printer uses RGB.	01	L2	CO4
e)	You can change the width and length of a artboard after you create it.	01	L2	CO6

Q.2		**Write note on Any Four**	**Marks-20**		
	a)	Graphic Design.	05	L1	CO1
	b)	Three qualities (differences) of colors.	05	L2	CO1
	c)	Design Brief.	05	L2	CO2
	d)	Typography.	05	L3	CO5
	e)	Creativity in graphic design.	05	L4	CO5
Q.3		**Answer the following questions (Any three)**	**Marks-24**		
	a)	Explain in detail importance of drawing in graphic design.	08	L1	CO2
	b)	Differentiate between raster and vector based software.	08	L2	CO5
	c)	Describe the advantages of using layers in image editing software.	08	L2	CO5
	d)	Describe the importance of Composition in Graphic Design.	08	L3	CO6
	e)	Enlist the elements of graphic design.	08	L3	CO6
Q.4		**Answer the following (Any three)**	**Marks-36**		
	a)	Describe methods of creating contrast in a design.	12	L2	CO3
	b)	Enlist the steps involved in graphic design process.	12	L3	CO4
	c)	Discuss graphic design tools.	12	L3	CO5
	d)	Explain project initiation process in graphic design	12	L4	CO6
	e)	Explain the term Aesthetic in Graphic Design.	12	L5	CO6

ESE