2013

Time: 3 hours

Full Marks: 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

(Objective-type Questions)

Answer all questions.

1. Select the correct answer of the following:
   
   \[2 \times 10 = 20\]
   
   (a) Design is based on:
   
   (i) Creative vision
   
   (ii) Specification
   
   (iii) Repetition
   
   (iv) All of the above

   UK – 58/2 (Turn over)
(b) Graphic design is:
   (i) Visual communication
   (ii) Art and technology
   (iii) Both (i) and (ii)
   (iv) None of the above

(c) Who has given the term ‘Graphic Design’?
   (i) Rikky Nelson
   (ii) William Addison Dwiggins
   (iii) A. H. Forester
   (iv) None of the above

(d) Who was the writer of first specialised book on ‘Design Graphics’?
   (i) Raffe
   (ii) Edward Johnston
   (iii) Henry Cole
   (iv) None of the above

(e) Page layout is:
   (i) Planning design
   (ii) Arrangement of elements (content)
   (iii) Printed text on paper
   (iv) None of the above

UK – 58/2 ( 2 ) Contd.
(f) Typography is:
   (i) Art of printing from type
   (ii) Printing material
   (iii) Anatomy of type
   (iv) None of the above

(g) Type of Matrices generally includes:
   (i) Plates of metal
   (ii) Stone
   (iii) Blocks of wood
   (iv) All of the above

(h) Font contains:
   (i) Alphabets
   (ii) Figures
   (iii) Symbols
   (iv) All of the above

(i) First printing press and moveable type was
developed by:
   (i) William Calson
   (ii) Johann Gutenberg
(iii) Robert Granjon
(iv) None of the above

(j) Primary (pigment) colors are:
   (i) Yellow, Red, Blue
   (ii) Magenta, Blue, Red
   (iii) Green, Yellow, Red
   (iv) None of the above

**Group – B**

*(Long-answer Type Questions)*

Answer any **four** questions of the following:

\[ 15 \times 4 = 60 \]

2. What is the difference between Graphics and Design?

3. Define the principles of Graphic Design.

4. What is Pagination? How it differs in Newspaper and Magazine?

5. Visualisation is an Art. How?

6. What is DTP? Explain its role in print media.

UK – 58/2 \( (4) \)  Contd.
7. What is Interface designing? Define the anatomy of web page.

8. What is color? Explain, briefly, about color models.

9. What are the important changes taken place in graphic designing in 20th Century?

10. Write short notes on any three of the following:
   (a) Vector and Raster
   (b) Point and Line
   (c) 2D and 3D
   (d) Type Family
   (e) Screen Printing
   (f) Scanning

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UK - 58/2 (60)   (5)   BJMC—III/H-11/13