

Total No. of printed pages = 4

**BMD 171402**

Roll No. of candidate

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**2018**

**B.Des. 4th Semester End-Term Examination**

**GRAPHIC DESIGN FOR COMMUNICATION**

Full Marks – 100

Time – Three hours

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Answer Question No. 1 and any SIX from the rest.

The figures in the margin indicate full marks  
for the questions.

1. Select the correct answer : (10 × 1 = 10)
- (a) Brainstorming is a
- (i) Group activity technique
  - (ii) Individual activity technique
  - (iii) Online activity technique
  - (iv) None of the above
- (b) Laser printer is a
- (i) Digital printing technology
  - (ii) Traditional printing technology
  - (iii) Offset printing technology
  - (iv) Hand printing technology

**[Turn over**

- (c) In offset printing, colours used are of
  - (i) 2 types
  - (ii) 3 types
  - (iii) 4 types
  - (iv) 6 types
- (d) While creating a print file in Illustrator, your unit should be in
  - (i) Inches
  - (ii) Pixels
  - (iii) Meters
  - (iv) Points
- (e) Photoshop is a
  - (i) Vector graphics software
  - (ii) Raster graphics software
  - (iii) Animation making software
  - (iv) 3D modelling software
- (f) InDesign software is primarily used for
  - (i) Publication design
  - (ii) Poster design
  - (iii) Photo editing
  - (iv) Visual effects making
- (g) To print a graphics on a *t*-shirt which technique do you apply?
  - (i) Offset printing
  - (ii) Lithography
  - (iii) Gravure printing
  - (iv) Screen printing

- (h) Non-bleed size of a print artwork means
- (i) Area outside the cut mark of an artwork
  - (ii) Area inside the cut mark of an artwork
  - (iii) Total area of artwork without cut mark
  - (iv) Total page area irrespective of size and cut mark
- (i) Commercial aspect of a printing job depends on
- (i) Paper size and their formats
  - (ii) Paper colour
  - (iii) Paper quantity
  - (iv) None of the above
- (j) Amount of colour for each channel in an artwork can be examined by
- (i) Colour modes
  - (ii) Colour separation
  - (iii) Colour brightness
  - (iv) None of the above

2. (a) What is brainstorming? Define it as you understand.

(b) There are various brainstorming techniques. Define any two of them. (5 + 10 = 15)

3. In your project of corporate branding for security agency, you have designed a logo by using various brainstorming techniques. Describe the entire process of logo design in step by step phase considering the following key points –

- Client input – Describe client's input
- Keywords setup
- Design element consideration
- Basic visualization
- Concept generation
- Digital artwork and print ready file generation

(15)

4. Write short notes on any three of the following illustration types.
- (a) Woodcutting
  - (b) Metal Etching
  - (c) Pencil illustration
  - (d) Charcoal illustration
  - (e) Lithography. (3 × 5 = 15)
5. In today's commercial needs, there are various styles of illustrations adopted for different purposes such as illustration for concept art, children books etc. Discuss any three such modern illustration styles adopted by designers. (3 × 5 = 15)
6. (a) Differentiate between traditional and digital printing.
- (b) Describe any one traditional and one digital printing technique. (5 + 10 = 15)
7. Describe the key factors to be considered while making artwork for print media and digital media. Explain with an example. (15)
8. During the project for designing corporate identity, advertisement and campaign for a security agency you have followed a step by step method to complete the entire project. Discuss the entire project in phases, right from logo design to campaign design to final execution. (15)
9. Describe any three of the following printing technique.
- (a) Digital printing
  - (b) Offset printing
  - (c) Screen printing
  - (d) Letterpress printing
  - (e) Gravure printing. (3 × 5 = 15)
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