

Total No. of printed pages = 4

BMD 171402

Roll No. of candidate

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2019

**B.Des. 4th Semester End-Term Examination
Multimedia Communication and Design
GRAPHIC DESIGN FOR COMMUNICATION
(New Regulation w.e.f. 2017-2018)**

Full Marks – 70

Time – Three hours

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

Answer question No. 1 and any *four* from the rest.

1. Select the correct answer: (10 × 1 = 10)

(i) Brainstorming can be done by

(a) Individual (b) Group of people

(c) Two people (d) All of the above

(ii) Group passing technique involves

(a) Passing the idea to next person

(b) Voting on a common idea

(c) Team leader choose the best idea

(d) None of the above

[Turn over

- (iii) Which statement is true
- (a) A designer can an illustrator
 - (b) An illustrator cannot be a designer
 - (c) A designer don't do illustrator's job
 - (d) All are true
- (iv) While creating a print file in Illustrator, your unit should be in
- (a) Inches
 - (b) Pixels
 - (c) Meters
 - (d) Points
- (v) Which of the following software is suitable for publication design
- (a) Photoshop
 - (b) InDesign
 - (c) Dreamweaver
 - (d) Flash
- (vi) Non-bleed size of a print artwork means
- (a) Area outside the cut mark of an artwork
 - (b) Area inside the cut mark of an artwork
 - (c) Total area of artwork without cut mark
 - (d) Total page area irrespective of size and cut mark
- (vii) Metal typesetting is done for
- (a) Gravure printing
 - (b) Flex printing
 - (c) Letterpress printing
 - (d) Offset printing

(viii) Making artwork for a design is

- (a) Post production activity
- (b) Publicity activity
- (c) Pre-press activity
- (d) Printing activity

(ix) For a large quantity of printing

- (a) Digital printing is good
- (b) Screen printing is good
- (c) Letterpress printing is good
- (d) Offset printing is good

(x) CMYK colour profile is used in

- (a) Offset printing
- (b) Digital printing
- (c) Letterpress printing
- (d) Screen printing

2. (a) Describe how brainstorming help in creating new ideas.

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

3. In your project of branding and campaign design for fast food product, you have done many tasks from brand naming to brand graphics to website to many other. Describe your project in a step by step sequence from start to finish with appropriate illustration wherever necessary. (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 (5×3=15)
5. (a) Differentiate between Desktop publishing and traditional printing.
- (b) Write a note on influence of digital printing in today's time. (10+5=15)
6. In a brand identity and campaign design project, brand name and its logo plays a very important role in making the identity of the brand. Describe how will you going to conceptualize the name and logo of brand identity. List out the steps you would like to follow. (15)
7. Describe any three of the following printing technique.
- (a) Lithography printing
 - (b) Offset printing
 - (c) Screen printing
 - (d) Letterpress printing
 - (e) Gravure printing. (5×3=15)