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Subject: Basics of Design & Graphics   **Subject Code:** BA(JMC)-105

Practice Questions
(Unit I to Unit IV Combined)

1)What are the main element of design? Discuss each in detail?

2) What do you mean by the term Colour Scheme. Discuss the impact of various colours on human psychology?

3) How is designing of magazine is different from designing of book?

4)What is layout. Discuss the basic principles of creating a layout for a broadsheet newspaper?

5)Discuss the difference between letterpress and offset printing press in details?

6) What is printing. Discuss its evolution over the years?

7) "Designing is an Art & Sciences"- Comment?

8) What are the components of graphics. Explain the characteristics and functions of each components?

9) Define Thumbnail Sketch. Elaborate its importance in development of each idea?

10) What are the reason for changing and re-designing a logo?

11) What are the advantages of using a DTP system?

12) "Newspaper Design is an important as any other printed publication" Elaborate this statement?

13) Explain the Principles of design?

14) How does modern technology boost the packaging explosion in terms of surface design, package manufacturing and printing in recent years?

15) List the terms used in layout planning in various media formats. Explain each term in details?

16) Explain the strength and limitations of poster medium. Mentioned the rules of poster design?

17) Write a note on line-images, halftone and polarization. Explain the process of editing a picture in picture editing software?

18) Why is offset printing is the first choice of publishers and advertisers. Illustrate your answer in light of costs, makeup, availability, printing order in offset printing?

19) List the software feature of Quark Xpress, Page maker, Photoshop?

20) Differentiate between raster and vector software?

21) Short Notes:

1. Desktop Publishing
2. Digital printing
3. Aesthetics
4. Colour scheme
5. Sans-serif
6. Typography
7. C to P
8. Packaging Design
9. Role of software in designing
10. Lines
11. Texture
12. Point
13. Imaginary point
14. Broadsheet
15. LaserJet printing

22) Differentiate between Recto and Verso?

23) Explain the different tools of Photoshop with Illustrations?

24) Explain the concept of Typography in designing?

25) What do you understand by Pica Scale. How it will be used?

26) Explain the concept of Values in colours. Illustrate with a diagram?

27) Differentiate between Sans-serif and serif with at least five examples each?

28) What are the different roles of lines. Quote with relevant examples?

29) Explain the concept of different kinds of forms with examples?

30) What are the principles of design in Typography?

31) What are the different anatomical structure of Typography?

32) Describe the various elements on the front page of any typical Newspaper?

33) Differentiate between Broadsheet v/s Tabloid?

34) What are key steps to be kept in mind while designing the Newspaper?

35) Explain the Grid System with Illustrative examples?

36) Explain the different steps for an effective Advertisement Layout?

37) What are the different kinds of visual art in design and graphics. Explain with suitable examples?

38) What are the different kinds of Graphics. Discuss this with suitable examples?

39) What are different steps for formatting the Poster?

40) What do you understand by alignment in designing. What are the different types of alignments?

41) Explain the concept of file formats. What are the different file formats used in DTP Software's?

42) Explain the Evolution of logo in design and graphics?

43) What are elements and principles of Logo design?

44) What are the different steps to be kept in mind while designing a Brochure?

45) Explain the concept of "WYSEWYG"?

46) What are the different characteristics features of Paper?

47) Explain the Different Varieties of Paper with relevant examples used in daily basis?

48) Explain the Concept of ISO in Paper and Publishing?

49) Explain the concept of Digital Printing method. What are the different kinds of Digital Printing methods?

50) Explain the Modern Printing process with examples?

Practice Questions
(Multiple Choice Questions)

1. Which is not the part of the elements of design?

A. shape

B. points

C. line

D. texture

Answer: B

2. Choose the appropriate analogous colours?

A. blue, red, and green

B. yellow, yellow -orange, and orange

C. red –violet, red, and yellow –green

D. red, white, and blue

Answer: B

3. A Picture file format such as a .jpeg is made up of lots of smaller units. Identify the correct option for Units.

A. dots

B. fonts

C. points

D. pixels

Answer: D

4. A………………. file format is the most common picture file type found Online.

A. .jpeg

B. .png

C. .pdf

D. .doc

Answer: A

5. Images and graphics on a website are usually created using …………………

A. Photoshop

B. Dreamweaver

C. InDesign

D. Paint

Answer: A

6. Identify the primary colours?

A. red, white, and blue

B. green, red, and yellow –orange

C. red, blue, and yellow

D. green, orange, and purple

Answer: C

7. A tool purposely used for drawling in Photoshop?

A. gradient tool

B. eraser tool

C. select tool

D. pen tool

Answer: D

8. ……………. A consistent visual appearance or style of characters?

A. kerning

B. bullet

C. typeface

D. italics

Answer: C

9. Anything with Width or Height is called………….

A. line

B. shape

C. mass

D. space

Answer: B

10. _____the order in which the human eye perceives what it sees.

A. typography

B. rhythm

C. hierarchy

D. proportion

Answer: C

11. ………….is the position and space given to the placement of elements & design?

A. Scale

B. Proximity

C. Variety

D. Balance

Answer: B

12. Balance is the ……………………of elements in a Design and graphics?

A. Support

B. Relationship

C. Visual distribution

D. Repetition

Answer: C

13. The control of variety is called as_____?

A. unity

B. size

C. value

D. space

Answer: A

14. _____ is a form with length and width, but no depth?

A. colour

B. line

C. texture

D. mass

Answer: B

15. …………..can be defined as a figure or mass.

A. strength

B. color

C. shape

D. volume

Answer: C

16. "………… is the creation of a plan or convention for the construction of an object or a system"?

A. typography

B. value

C. design

D. balance

Answer: C

17. _____describes the intrinsic hue found in light, pigment and different values.

A. contrast
B. hue
C. depth
D. color
Answer: D

18. ………………….is an ideogram that conveys its meaning through its pictorial resemblance to a physical object.

A. pictogram

B. tessellation

C. hierarchy

D. composition

Answer: A

19. Which set of colors are subtractive colors?

A. blue –red- green

B. yellow, yellow -orange, and orange

C. red –violet, red, and yellow –green

D. yellow-magenta-cyan

Answer: D

20. ……………...is determined by a combination of intensity with light and distributed across the spectrum of different wavelengths and colour tones.

A. hue

B. saturation

C. brightness

D. values

Answer: B

21. A graphical mark used to identify a company, organization, product or brand is called…………….

A. design

B. logo

C. pictogram

D. illustration

Discussion

Answer: B

22. …………. is a key element in logo design and plays an important role in brand differentiation.

A. color

B. value

C. depth

D. brightness

Answer: A

23. The Coca-Cola logo was created by……………….in 1885.

A. rob janoff

B. john pemberton

C. allan turing

D. frank mason robinson

Answer: D

24. …………..is a short and striking or memorable phrase used in advertising

A. logo

B. slogan

C. design

D. poster

Answer: B

25. …………………is the art and technique of arranging type in order to make language visible.

A. typography

B. symbol

C. tessellation

D. unity

Answer: A

26. …………………script is used in Coca –Cola logo design

A. roman cursive

B. hieroglyphs

C. spencerian

D. gothik

Answer: C

27. ....is a visual art of giving form to signs in an expressive, harmonious and skilful manner related to writing.

A. patterns

B. ideograms

C. calligraphy

D. illustration

Answer: C

28. The title of a newspaper or magazine at the head of the first or editorial page is called……….

A. masthead

B. graphics

C. typeface

D. emphasis

Answer: A

29. How Many Pixels in One Megapixel?

A. 10000

B. 1024

C. 1000000

D. 1000

Answer: C

30. ………….. is the placement or arrangement of visual elements or ingredients in a work of art

A. painting

B. composition

C. sculpture

D. geometry

Answer: B

31. Straight lines are called………….when used in a piece of art work.

A. painting

B. composition

C. linear

D. curve

Answer: C

32. ………….. are generally used to create a sense of flow within an image.

A. curved lines

B. straight lines

C. shapes

D. size

Answer: A

33. ………….is a structure made up of a series of intersecting straight or curved guide linesused to structure content.

A. grid

B. line

C. layout

D. design

Answer: A

34. Tessellations were used by the……………. about 4000 BC in building wall decorations formed by patterns of clay tiles.

A. egyptian

B. sumerians

C. mesopotamia

D. harappa

Answer: B

35. ……………is when one shape becomes exactly like another if you flip, slide or turn it.

A. egyptian

B. sumerians

C. symmetry

D. harappa

Answer: C

36. ……………is the origination of new thing.

A. art

B. creativity

C. design

D. movie

Answer: B

37. Imagination means…………………

A. ability of skill up gradation

B. ability of forming new images

C. ability to learn new

D. none of the above

Answer: B

38. Brochure is a………………

A. pamphlet

B. booklet

C. posters

Answer: A

39. Thinking through visual processing is called……………………….

A. visual design

B. visual thinking

C. graphics

D. film making

Answer: B

40. What is Aesthetics?

A. article dealing with science

B. philosophy dealing with nature of art

C. article on literature

D. science of environment

Answer: B

41. A4 size is…………….

A. 20x19 cm

B. 29.7 cm x 21 cm

C. 28x22 cm

D. 30x20 cm

Answer: B

42. Not a part of design principles

A. form

B. content

C. unity

D. ratio

Answer: D

43. Color harmony means…………………

A. pleasing arrangements of color

B. contrast of colors

C. complexity

D. none of the above

Answer: A

44. Concept of a work of art is called…………….

A. illustration

B. design

C. space

D. value

Answer: B

45. Nearer view of an Image is called………….

A. foreground

B. background

C. contact

D. depth of field

Answer: A

46. Gesture Drawing is…………….

A. movement of action

B. landscapes

C. geometric drawing

D. none of the above

Answer: A

47. Forms repeated in a design is called……………

A. illustration

B. pattern

C. variety

D. unity

Answer: B

48. …………..is a Text matter for a design

A. content

B. panel

C. layer

D. layout

Answer: A

49. The arrangement of the visual elements is…………..

A. composition

B. unity

C. harmony

D. contrast

Answer: A

50. Difference in color and light is…………….

A. harmony

B. contrast

C. unity

D. balance

Answer: B

51. Surface Quality of a design is………….

A. harmony

B. texture

C. balance

D. unity

Answer: B

52. Which one of the following is not related to image format?

A. jpeg

B. tiff

C. wav

D. bmp

Answer: C

53. The equilibrium of elements is called…………….

A. background

B. balance

C. rythm

D. contrast

Answer: B

54. Three-dimensional means…………..

A. height, width, and depth.

B. height, and width

C. height, and depth

D. none of the above

Answer: A

55. The extent of a shape is called…………..

A. size

B. depth

C. volume

D. mass

Answer: A

56. What is Volume in a design?

A. the extent of a shape

B. the specific spatial character

C. solidity or mass

D. extension in any direction

Answer: C

57. Non realistic art is known as…………..

A. surrealism

B. abstract

C. cubism

D. realism

Answer: B

58. ………..style is the artist uses geometric shapes to show what he is trying to paint.

A. pop art

B. impressionism

C. abstract

D. realism

Answer: D

59. The saturation or strength of a color is………….

A. intensity

B. depth

C. brightness

D. hue

Answer: A

60. The character of a color or value of a surface is known as…………..

A. saturation

B. tone

C. tint

D. contrast

Answer: B

61. Which among the following is a design element?

A. value

B. colour

C. space

D. all of the above

Answer: D

62. . ………. refers to the space of a shape representing the subject matter.

A. positive space

B. negative space

C. form

D. value

Answer: A

63. An element of art that refers to the lightness or darkness of a color is a ………..

A. value

B. form

C. space

D. intensity

Answer: A

64. . …………………colors are tints and shades of one color.

A. monochromatic colors

B. dichromatic colours

C. monolithic colours

D. bichromatic colours

Answer: A

65. ……….. colors are group of colors that consist of purples, greens, and blues.

A. warm

B. cool

C. blue

D. pale

Answer: B

66. The concept of ……………… describes the relationship between the individual parts and the whole of a composition.

A. unity

B. balance

C. rhythm

D. dominance

Answer: A

67. A……………. rhythm occurs when the intervals between the elements, and oftenthe elements themselves, are similar in size or length.

A. regular

B. flowing

C. progressive

D. none of the above

Answer: A

68. Objective of all advertisements is,

A. objectivity

B. timeliness

C. persuasion

D. infotainment

Answer: C

69. What is the recommended resolution for images used on the internet?

A. 150 dpi

B. 300 dpi

C. 72 dpi

D. 600 dpi

Answer: C

70. Which graphic formats will allow you to make use of transparency?

A. iff

B. tiff

C. bmp

D. jpg

Answer: B

71. Bending of a line is called……….

A. curve

B. width

C. length

D. angle

Answer: A

72. Color harmony describes………….

A. pleasing arrangements of colour

B. contrast of colours

C. complexity

D. none of the above

Answer: A

73. Gesture Drawing means…………..

A. movement of action

B. landscapes.

C. geometric drawing

D. none of the above

Answer: A

74. Portfolio means………………

A. script of a work

B. organized collection of work.

C. post production

D. none of the above

Answer: B

75. What is Two-dimensional?

A. height, width, and depth.

B. height, and width

C. height, and depth

D. none of the above

Answer: B

76. Edge of a shape is known as……………

A. curve

B. outline

C. length

D. angle

Answer: B

77. …………………………. Represent the regions that can contain printable art works.

A. art board

B. application bar

C. tool panel

D. control panel

Answer: A

78. Which tool should you use to edit the individual Anchor points of an objects ?

A. gradient tool

B. scale tool

C. direct selection tool

D. eraser tool

Answer: C

79. RGB stands for………………

A. red green black

B. red grey black

C. red grey blue

D. red green blue

Answer: D

80. ……………tool should use to create e perfect circle.

A. spiral tool

B. ellipse tool

C. rounded rectangle tool

D. blend tool

Answer: B

81. The perfect printing resolution is ……. Dpi

A. 12

B. 150

C. 300

D. 360

Answer: C

82. dpi stands for

A. design per inch

B. depth per inch

C. dots per inch

D. dimensions per inch

Answer: C

83. …………………….. images does not lose quality when enlarged

A. vector

B. pixel

C. jpeg

D. png

Answer: C

84. ……………………. Tool in the tool panel lets you select entire objects

A. scale tool

B. selectoin tool

C. mesh tool

D. hand tool

Answer: B

85. …………………. Displays options for the current selected objects

A. control panel

B. tool panel

C. art board panel

D. document window

Answer: A

86. The ……………….. contains tools for creating and editing images, artworks, page elements and more.

A. art board panel

B. control panel

C. tools panel

D. none of thes

Answer: C

87. Which displays the file you are working on?

A. application bar

B. tool panel

C. status bar

D. document window

Answer: D

88. A ……………. Is a reusable art object stored in the symbols panel?

A. brushes

B. symbols

C. switches

D. stroke

Answer: B

89. The ………. Across the top contains a workspace switcher, a menu bar, and application controls.

A. application bar

B. tool panel

C. status bar

D. document window

Answer: A

90. ……………… appears at the lower-left edge of the Document window.

A. application bar

B. tool panel

C. status bar

D. document window

Answer: C

91. ……………… displays information and navigation control of selected tool.

A. application bar

B. tool panel

C. status bar

D. document window

Answer: C

92. The …………………. Contains Fill and Stroke boxes, Drawing modes, and screen modes.

A. application bar

B. tool panel

C. status bar

D. document window

Answer: B

93. The …………………… is context- sensitive, meaning that it offers quick access to options, commands and other panels relevant to the current selected object.

A. control panel

B. tool panel

C. art board panel

D. document window

Answer: A

94. In addition to the View menu options, you can use the ………….. tool to magnify and reduce the view of artwork to predefined magnification level.

A. hand tool

B. zoom tool

C. slice tool

D. mesh tool

Answer: B

95. ……………… tool Can use to pan to different areas of a document.

A. hand tool

B. zoom tool

C. selection tool

D. pen tool

Answer: A

96. ……………… Can help you accurately placed and measure objects in your document.

A. rulers

B. navigation panel

C. groups

D. stroke width

Answer: A

97. In ……………….. mode lets you draw objects or place images inside other objects, including live text, automatically creating a clipping mask on the selected object.

A. draw normal mode

B. draw behind mo

C. draw inside mode

D. none of these

Answer: C

98. The …………… lets you erase any area of your artwork, regardless of the structure.

A. blend tool

B. eraser tool

C. selection tool

D. pen tool

Answer: B

99. …………….. can be usefull for turning a drawing into vector

A. trace

B. blend

C. group

D. complain

Answer: A

100. Using the …………………. Tool , you can visually and intuitively merge, delete, fill, and edit overlapping shapes and paths directly in the artworks.

A. pen tool

B. magic wand tool

C. selection tool

D. shape blender tool

Answer: D

101. …………… are the non-printing lines that help you align objects

A. rulers

B. navigation panel

C. guides

D. stroke width

Answer: C

102. which color mode is usually use for the printing process?

A. grey scale

B. bitmap

C. cmyk

D. lab colour

Answer: C

103. Name the key board command for Zoom in.

A. ctrl + +

B. alt ++

C. ctrl + z

D. alt+ z

Answer: A

104. ……………… are color blends of two or more colors that you can apply to the fill or stroke of artwork.

A. artboard tool

B. column graph tool

C. eye dropper tool

D. gradient tool

Answer: D

105. Bitmap images are technically called

A. pixels

B. vector graphics

C. raster images

D. none of the above

Answer: B