



K23U 2594

Reg. No. :

Name :

**V Semester B.M.M.C. Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, November 2023
(2020-2021 Admissions)**

Core Course

5B07 BMC : GRAPHIC DESIGN

Time : 3 Hours

Max. Marks : 40

PART – A

Short answer questions. Answer **all**. **Each** question carries **1** mark.

1. What are pixels in digital images ?
2. What does LPI stand for, and what does it measure ?
3. Which are some of the common file formats used for printing ?
4. What is the function of the pen tool in raster graphic software ?
5. What are Custom Shapes in raster graphic software ?
6. What is a column grid in design ?

(6×1=6)

PART – B

Short essay questions. Answer **any six**, **not** exceeding **75** words. **Each** question carries **2** marks.

7. How does Spot Colour enhance printing quality ?
8. Name essential panels in raster graphic software.
9. What elements should be included in an event poster design ?
10. What are some common photo restoration techniques ?
11. How can the concept of bit depth be used to achieve smoother gradients in digital art ?

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12. When is the use of Tritones preferred over Duotones in image design ?
13. What is the purpose of the Toolbar in raster graphic software ?
14. What does the Transform Tool do in raster graphic software ? **(6×2=12)**

PART – C

Essay questions. Answer **any four, not exceeding 150** words. **Each** question carries **3** marks.

15. When should raster images be used over vector images in design projects ?
16. What role do colour profiles play in digital images, and why are they essential ?
17. What are the main considerations when creating documents in raster graphic software ?
18. When is a hierarchical grid preferred over other grid systems ?
19. What is the role of the golden ratio in poster design ?
20. How can designers make effective use of selection tools in raster graphic software ? **(4×3=12)**

PART – D

Long essay questions. Answer **any two, not exceeding 300** words. **Each** question carries **5** marks.

21. How can designers apply the principle of rhythm to create engaging commercial posters ?
 22. What are the main steps involved in processing RAW files during an image editing project ?
 23. How can design principles be applied when designing propaganda posters ?
 24. What are the considerations for choosing the right grid system for a design project ? **(2×5=10)**
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