

CIVIL SERVICE COMMON EXAMINATION (RCSC) FOR TECHNICAL GRADUATES

PAPER II, Part 2: General Subject Knowledge (Graphic Design and Multimedia)

Marks 100

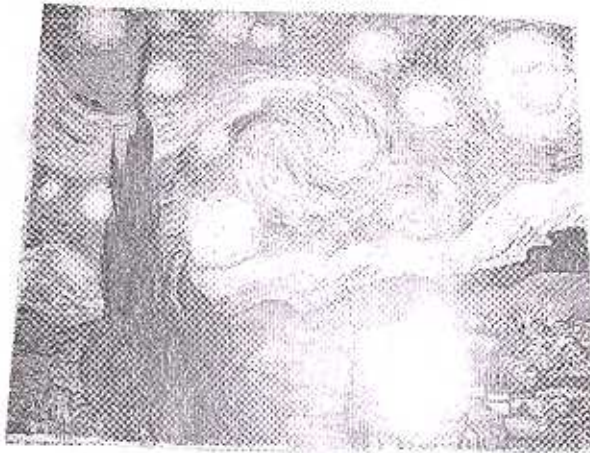
Time: 90 minutes

Section A

A1: Choose ONE only and TICK your answer in the box provided. All the questions are compulsory. (1 mark each, total 70 marks).

1. Which early twentieth-century art movement's essential aim was to try to liberate the creative powers of the unconscious mind by overcoming the dominance of realism? (HINT: Salvador Dali was part of this movement.)
 - Cubism
 - Surrealism
 - Futurism
 - Symbolism
2. Which art movement was described by the French writer and theorist Guillaume Apollinaire in 1913 as: "the art of depicting new wholes with formal elements borrowed not from the reality of vision, but from that of conception...the geometrical surfaces of an object must be opened out in order to give a complete representation of it?"
 - Surrealism
 - Cubism
 - Futurism
 - Symbolism
3. Which artist is associated with the romantic style?
 - Rembrandt
 - Michelangelo
 - Degas
 - Eugene Delacroix

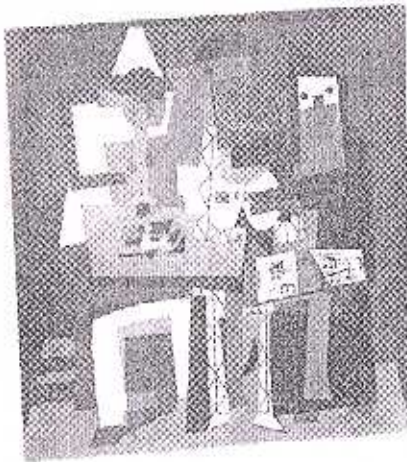
4. Which artist painted the following painting, 'Starry Night', oil on canvas?



- Leonardo da Vinci
- Vincent Van Gogh
- Modigliani
- Monet

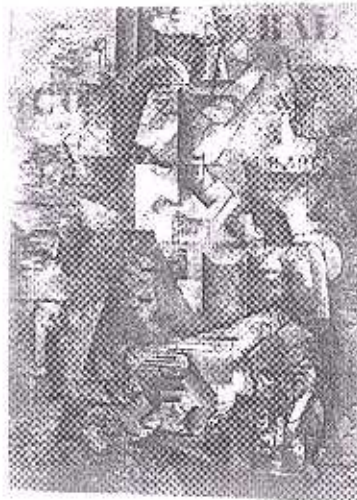
5. Which painting is attributed to Picasso?

13a



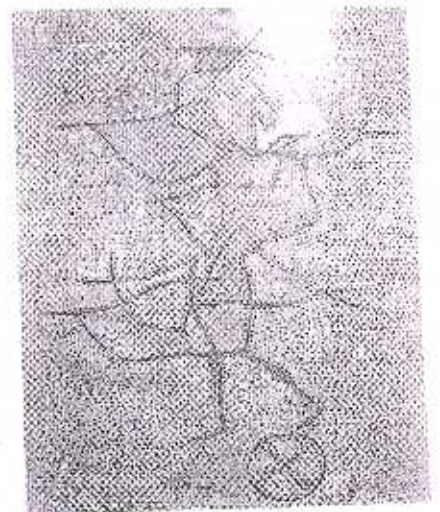
13a Three Musicians

13b



13b The Portuguese

13c



13c Diana

6. Which 1960s art movement used imagery from popular culture as a means for breaking down the boundaries between "high" art (art in museums) and "low" art (art used in everyday life)?
- Jackson Pollack
 - Futurism
 - Pop Art
7. Pointillism is a dotting style that began in Italy. True or False?
- True
 - False
8. Zorig Chusum is the:
- 8 traditional arts and crafts of Bhutan
 - 13 traditional arts and crafts of Bhutan
 - 15 traditional arts and crafts of Bhutan
9. Primary colours are red, yellow and blue. True or False?
- True
 - False
10. The Web equivalent of the primary colors - known as the additive primaries are?
- Red, yellow and blue
 - Orange, green and purple
 - Cyan, magenta and yellow
 - Red, green and blue
11. The printing equivalent of the primary colors are?
- Magenta, Yellow and Cyan
 - Black, Pink, Yellow and Blue
 - Black, Pink, Yellow and Cyan
 - Black, Magenta, Yellow and Green
12. Which abbreviation is associated with offset printing?
- RGB
 - CYMK
 - BAR
 - CAD

13. In printing what color does the letter K represent?

- Blue
- Black
- Cyan
- Magenta

14. Which of the following reads PDF files?

- A text editor
- Adobe Acrobat Reader
- McGuffey's Reader
- Eyeglasses

15. What do we mean by X-height?

- The amount of lineal column inches in an ad
- The height of lower case letters
- Magazine cover distance from the banner to bottom
- The height of an ad multiplied by columns

16. Lithography is writing/drawing on stone. True or False?

- True
- False

17. What do you do when the client wants a reverse ad?

- Ad where the headline is at the bottom of the ad
- Ad where type is white over dark background
- Ad that is tilted or designed to print sideways
- A negative ad against the competition

18. What is imposition?

- Putting several photos together
- Making white type on a black background
- Arrangement of pages in a press form so they will appear in correct order when the printed sheet is folded and trimmed.

19. From what material was the earliest paper made?

- Bark
- Bamboo
- Silk
- Cloth scraps and plant fiber

20. Some of the building blocks of design are lines, shapes, mass, texture and color.

- False
- True

21. The most common applications used for page layout are:

- Word Perfect, QuarkXPress and PageMaker
- PageMaker, QuarkXPress and InDesign
- QuarkXPress, PageMaker and PhotoShop
- Adobe Illustrator, PageMaker and Ms Word

22. Any printed or written message, from books and magazines to exhibition panels and advertisements, needs to be organized in some way. This procedure is called:

- Page design
- Layout
- Spacing
- Paste-up

23. Which list represents only elements of design?

- lines, shape, balance, color, form, space, proximity, unity, and gestalt
- lines, shapes, mass or size, texture, color, form, space, and value
- alignment, balance, consistency, contrast, proximity, repetition, unity, and gestalt

24. A photosensitive paper used in general photography, graphic reproduction and phototypesetting, on which an image is created. What is it called?

- Cartridge
- Microfilm
- Bromide
- Carbon tissue

25. Which of the following is a form of binding?

- Side-stitch
- Saddle-stitched
- Section sawn
- Perfect blinding

26. A4 paper is physically wider than a US standard letter size page (in portrait orientation).

- True
- False

27. A4 size paper is:

- 205 x 295 mm
- 210 x 300 mm
- 148 x 210 mm
- 210 x 297 mm

28. What is Postscript?

- design addendums
- a bitmap graphics format
- torture for desktop publishers
- a programming language

29. Typefaces are either serif or sans serif. From the list which typeface is sans serif?

- Century
- Garamond
- Times New Roman
- Helvetica

30. A generally accepted practice is to limit the number of different typefaces to four or five fonts from the same type family. True or False?

- True
- False

31. Which alignment generally gives a more formal appearance to text?

- Centered
- Left-Aligned or Centered
- Ragged Right
- Justified

32. A sample for a job made up with the actual materials and to the correct size to show bulk, style of binding, position of type matter and illustration, margins, etc.

- Dummy
- Galley proof
- Portfolio
- Page make up

33. The Lorem ipsum text is a series of somewhat nonsense sentences derived from some actual Latin components. True or False?

- True
- False

34. Trimming or masking a photograph or artwork so that its proportion or size is in line with those required.

- Cropping
- Creasing
- Stripping
- Proportional spacing

35. Masthead is:

- Design or logotype used for identification by newspaper or publication
- Preliminary page
- Magazine
- Mechanical

36. Pagination is:

- The number of pages in consecutive order
- Preliminary page
- Reference marks
- Trade name for a photoprint

37. Ascender

- The part of the lowercase letter that rises above the x height of the letter
- The part of the lowercase letter that falls below the x height of the letter
- The part of the lowercase letter that's the same level as the x height of the letter

38. As used in the printing press, what is a blanket?

- The large sheet used to cover it at night
- A full coating of ink
- A rubber sheet that transfers ink to the paper
- The matt beneath the press to reduce static discharges

39. In printing the term trapping refers to:

- Catching rats that would otherwise chew on the press blankets
- Catching paper in a cage as it comes out of the press
- The slight overlapping of colored printing areas
- A new term for choking and spreading

40. Leading, as well as making reading easier, has an important esthetic function.

Although readability in most typefaces is improved with a little leading, it is also important to avoid excess leading. The more leading, the greater the tendency for the lines to drift apart and the type to appear gray. With too much leading, the white space between the lines becomes more important than the type themselves, which seem to float loosely on the page. In small quantities, this effect might be desirable, but not for sustained reading. There is an ideal amount of leading.

The above font size is 12, what is the leading used.

- 14
- 16
- 18

41. Almost any reasonable line length will work in a design if combined with the right size font. Which general statement about line length and font size is true?

- The longer the line, the larger the font can be.
- The shorter the line, the larger the font should be.
- The longer the line, the bolder the font can be.
- The larger the font, the shorter the line should be.

42. Nothing improves the appearance of a layout better than adding more _____?

- Clip art
- Fonts
- White space
- Frames

43. What are crop marks?

- Marks placed on paper to indicate end of copy
- Marks placed on paper to indicate end of page
- Marks placed on paper to indicate trim or cutoff areas

44. What is the normal bleed allowance?

- 1/4"
- 1/8"
- 1/10"
- 1/12"

45. What is a ligature in typography?

- Special spacing characters that don't print
- Special pairs of letters joined together
- A long flowing leg that runs off italic caps
- Greek characters with descenders

46. The stylized male and female symbols used on signs for public restrooms are called?

- Geometric
- Pictograms
- Abstract
- Sketches

47. What is another name for *line art* scanning mode?

- grayscale
- 2 color
- 1-bit
- duotone

48. What graphics file format does the windows clipboard use to transfer cut-n-paste images between programs?

- BMP
- GIF
- WMF
- DOC

49. Depth interview is a research method in which the questions are unstructured and respondents are encouraged to volunteer opinions or ideas. True or false?

- True
- False

50. What is cumulative audience?

- Layout
- Person in an advertising agency responsible for tracking target audience
- Selected target audience
- Total persons reached by successive issues of a publication or successive broadcasts

51. Directions: Match each description or term with the most appropriate related item. Make your selection for each match in the middle column of the table. (20 marks)

Col 1	Match Col 1 to Col 2 You can use the alphabet letter	Col 2
1. Spot colors		(A) Intaglio Printing
2. Halftone resolution		(B) Bitmap
3. Classified advertising		(C) PMS
4. Uses 'oil and water don't mix' principle		(D) CMYK
5. Pre-mixed inks		(E) Pica
6. Cel-shaded animation Morph target animation Skeletal animation		(F) Offset Lithography
7. 4-color printing		(G) GIF
8. Engraving		(H) LPI
9. 5.66 of them is about 11 inches		(I) Encapsulated PostScript
10. A process color		(J) Spot Colors
11. Display resolution		(K) Ad using physical incentives such as size, color and illustration to attract readers.
12. Display advertisement		(L) Magenta
13. Tweening, morphing, onion skinning and interpolated rotoscoping		(M) Photoshop, Paint Shop Pro
14. Template		(N) Advertising arranged according to the product or service promoted
15. Can make shapes		(O) TIFF
16. Fixed resolution images		(P) Jumpstart
17. Supports transparency and animation		(Q) Animation techniques
18. Image editing software		(R) Diecuts
19. Best choice: high resolution vector art		(S) 3D animation terms
20. Originally a scanning format		(T) Pixels per inch

Section B

10 short answer questions of 3 marks each, total 30 marks. Your answers should be brief and all the questions are compulsory.

1. What is the difference between CYMK colour and Spot colour?

2. What is symmetrical and asymmetrical design?

3. What are the five basic ways of arranging lines of type on a page?

4. What do the following abbreviations stand for in desktop publishing?

SPI

PPI,

DPI,.....

5. What do visitors look/scan for in a website? List at least three features?

6. What would you recommend - RGB or CMYK colours to be used in Bhutanese websites targeting local audience? And why?

7. What does the abbreviations WYSIWYG, OCR and GIGO stand for?

8. Describe 3 different ways to make an advertisement in a newspaper supplement stand out from its competition?

9. What is the difference between copywriting and copy-editing?

10. Name a multinational company with an established corporate identity. And mention the **OIC** basic characteristic such as color scheme, image, type and word etc., which has been effectively used to bring this particular company to mind.