CIVIL SERVICE COMMON EXAMINATION (RCSC) FOR TECHNICAL GRADUATES

PAPER II, Part 3: Subject Specialization (Graphic Design and Multimedia)

Marks 100   Time: 2.30 Hours

Section A

A (a): From Q Ai to Q Axxv choose ONE only and tick the answer. All the questions are compulsory. *(1 mark each, total 25 marks).* **Q Axxvi** (5 marks).

i. **Strongly saturated colors are rarely used in good user interface designs. True or false?**
   ❑ **True**
   ❑ **False**

ii. **Vignette is an illustration in which the background fades gradually away until it blends into the unprinted paper. True or false?**
   ❑ true
   ❑ false

iii. **Readers typically look at what element of a display advertisement first?**
   ❑ headline
   ❑ visual (image)
   ❑ copy (text)
   ❑ caption

iv. **In food-package design, green is the most popular color for manufacturers to use? True or false?**
   ❑ True
   ❑ False

v.   **When manufacturers wish to make an item appear bigger, white color is most often used? True or false?**
☐ True
☐ False

vi.   **Gold color is most widely used to project luxury and premium quality? True or false?**
☐ True
☐ False

vii. **To make a 2-color pantone logo in Photoshop one has to do the following. In Photoshop's color picker, click "Custom". A dialogue box will pop up, and you'll see a drop down menu toward the top that says "Book". And Photoshop will find a match. Click OK, and you are ready to work with that color and then repeat the process. True or False?**
☐ True
☐ False

viii. **Name the type of printing that utilizes the principle that grease and water do not mix?**
☐ Gravure
☐ Flexography
☐ Offset Lithography
☐ Letterpress

ix.   **Moiré is:**
☐ The spotty or uneven appearance of printing, mostly in solid areas.
☐ Broken type face
☐ The undesirable screen pattern caused by incorrect screen angles of overprinting halftones.
☐ Using too many abbreviations

x.   **Which process is normally associated with the binding of a 12-page booklet?**
☐ Side wire hitched
☐ Saddle
☐ Perfect
☐ Broadside

xi. **Modem**
- ☐ A machine for testing the bursting strength of paper
- ☐ A device that coverts computer data into high-frequency signals or vice versa, for transmission over phone lines.
- ☐ An individual that thinks out of the box.

xii. **Spot announcements are commercials that last five-minute or more. True or false?**
- ☐ True
- ☐ False

xiii. **Storyboards are visual units in sequence drawn to portray copy, dialogue and action planned for a TV commercial. True or false?**
- ☐ True
- ☐ False

xiv. **A spread is two facing pages, usually in the beginning of a publication. True or false?**
- ☐ True
- ☐ False

xv. **What is the name for the rows of dots typically found connecting items in adjacent columns of text in a table of contents or other lists?**
- ☐ Leading
- ☐ Leaders
- ☐ Rules
- ☐ Ellipsis

xvi. **In printing, RIP stands for what?**
- ☐ Rapid image processing
- ☐ Ready image processing
- ☐ Rest in peace
- ☐ Raster image processing

xvii. **Embossing is:**
- ☐ A process for raising image from the surface of the paper
- ☐ An extra coat of color
- ☐ A process of adding a protective coat to printed matter
- ☐ A process using different layers of paper

xviii. **Which paragraph best describes the relationship between desktop publishing, graphic design, and Web design?**

❑ Graphic design is *visual communication made easier* with the invention of desktop publishing and Web design.

❑ Graphic design is the *art* while desktop publishing the *technical process* of combining text and graphics. Web design is the *online version* of graphic design and desktop publishing.

❑ Graphic design is the *chicken* and desktop publishing is the *egg*. Web design is the *omelette*.

xix. **The term "desktop publishing" is attributed to Aldus Corporation founder Paul Brainerd. True or false?**

❑ True

❑ False

xx. **Newspaper advertising can be broadly be divided into three categories – display advertising, classified advertising and special advertising. True or False?**

❑ True

❑ False

xxi. **The space unit for a newspaper is:**

❑ Em

❑ En

❑ Dash

❑ Agate line

xxii. **Headlines should be general and applicable to any product or any situation and are mainly associated with print media. True or false?**

❑ True

❑ False

xxiii. **A word that has no relevance to the product advertised may be used effectively as a brand name. True or False?**

❑ True

❑ False

xxiv. Both slogans and trademarks become, over a period of time, symbols of a product, institution, or concept. True or False?

☐ True

☐ False

xxv. Copy-editing is writing of the body copy, slogans, headlines, direct mail pieces, taglines, jingle lyrics, World Wide Web and Internet content, television or radio commercial scripts, press releases, white papers, and other written material incorporated into advertising media. True or false?

☐ True

☐ False

xxvi. Proofread the following passage. Spot the mistakes and circle them (5 marks).

As we enter the new millenium its difficult to avoid thinking about how the world is changing. In the 1980's few people had even seen a computer, let alone owned one. Now they are on most childrens' christmas wish lists. In the 1990's satelite television was a new and wondrous thing – no less than sixteen channels through one ariel! Compare that figure with the hundreds available today. Digital broadcasting has changed our lives to such an extent that the question is no longer 'TV or not TV?' Can you imagine life a hundred years ago, when there was neither television or radio.

Which would you choose as the best of the two period's in which to live? In 1900 there was certainly less leisure time, accomodation was terribly cramped, there were two world wars to come, (not to mention the Spanish influenza epidemic of 1918); a holiday was a luxury and there was no modern conveniences. I am not, of course, inferring that all is now perfect. Today we have global warming, gridlocked traffic, GM foods, BSE, ME, AIDS and many other unwelcome contractions, abbreviations and anagrams – problems all partly or wholly atttributable to technological advances. On balance, though, I think I would prefer to take my chances in today's silicone-enhanced world of bits and bites than in the troubled times of our forbears.

A (b). Your answers should be brief and all the questions are compulsory.
   (5 marks each, total 20 marks)

i) What media are available to advertisers today that where not available a century ago?

ii) Does the lack of research in campaign planning inhibit the creative process? If yes why? And if no Why?

iii) **What influence has the growth of new media (internet) had on the growth of advertising?**

iv a) **Match the structural drawing of the package to the product (draw a line from package to product).**
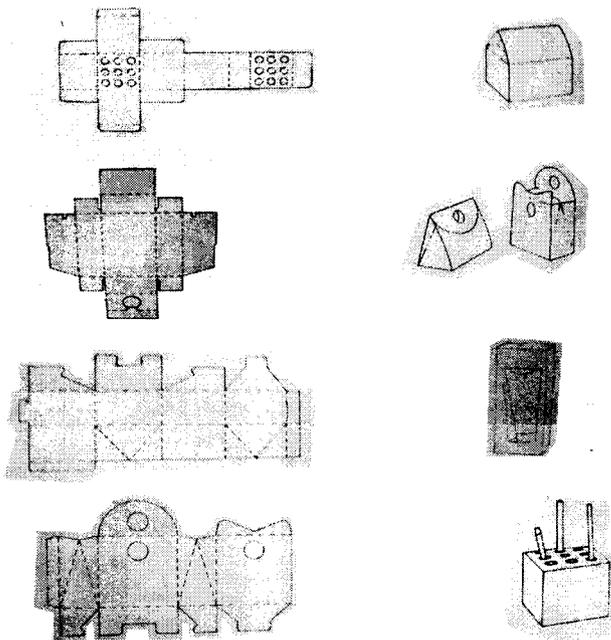
iv b) **Name the process that uses sharp steel rules to cut the above special shapes from printed sheets.**

Section B

Choose ONE only. *(50 marks)*

1.   Create a campaign promoting the idea of social responsibility for *City Corporation, Thimphu.* Executions can be for any relevant medium (press, posters, TV, online, radio and so on). The important thing is for you to identify a real need and then create an effective communication 'solution' to the problem. Written statement must not exceed 200 words and must include a slogan.

You must provide examples of who your audience is and the situation or context for the campaign as well as the creative (thumbnail sketch) if you wish.

Think about how you can best place your creative and to what purpose it exists. Could it be more effective as a long running, evolving campaign or does it 'live' in a particular space at a particular time?

Please use separate sheets provided.

OR

2.   An important part of any design project is product analysis. You can use the framework provided below to analyze the two samples provided. Look at the products and then answer each question in turn. Q2a to Q2t will be graded on36 marks and Q2u will be graded on 16 marks.

a) What elements of design have been used in this product?

b) How will the colour, layout and images used on the product appeal to the target
    audience?

c) Are the pictures or photographs used appropriate? If yes why and if no why?

d) Is there a catchy slogan? How appropriate is it? Is it convincing etc?

e) Is there a company logo or trademark? If so, how effective is it in terms of branding?

f) What style of text is used? Is it serif, sans serif or stylised? Is there a mixture? If so, how effective is it?

g) How does the size and style of text affect the impact of the graphic?

h) Do the two products associated with the same company look alike? If yes why? If not, why not?

i) Do you think the product packaging is successful and that it has enhanced the products life span? If yes why? If not, why?

j) Would any other packaging materials be equally appropriate or better? If yes why and if No why/

k) Is the product size appropriate and if yes/no how will it's size appeal or not appeal to the consumers?

l) Are there any clues in the text/colours/graphics that indicate the target market? Who do you think is the target audience? Indicate age group.

m) Are different designs/styles used/? Why?

n) How is the product information conveyed to the buyer? Is it: overt or covert?

o) Does the labeling on the product inspire consumer confidence? If yes why? If not, why?

p) What will/or will not convince people to buy this product rather than similar brands or alternatives?

q) What do you think of the price of the product? Is it reflective of the target
   market it is targeting and why?

r) What are the best visual features of the design?

s) What are the worst visual features of the design?

t) What design feature will convince people to buy this product?

u) **If you were commissioned to redesign these products what would you do and why?**