

**ROYAL CIVIL SERVICE COMMISSION**  
**CIVIL SERVICE COMMON EXAMINATION (CSCE) 2008**  
**EXAMINATION CATEGORY: TECHNICAL**

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**PAPER II: General Subject knowledge (Design/Visual Communication)**

**Date : 19/12/08**

**Total Marks : 100**

**Examination time: 1.5 hours**

**Reading Time : 10 minutes**

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***Instructions to candidate(s)***

- Write your answers in the Answer Booklet.
- Paper II has two parts A and B.

**Section A consist of 70 multiple choice/true or false questions and ten match the two columns. All the questions are compulsory. (Each is 1 mark. Total 70 marks).**

**Section B consist of 10 questions. All the questions are compulsory. (Each is 3 marks. Total 30 marks).**

**Please look at the example provided.**

- 1. Which paragraph best describes the relationship between desktop publishing, graphic design, and Web design?**
  - a) Graphic design is *visual communication made easier* with the invention of desktop publishing and Web design.
  - b) 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.
  - c) Graphic design is the *chicken* and desktop publishing is the *egg*. Web design is the *omelette*.

**Answer**

A. I. B

**Section A consist of 70 multiple choice/true or false questions and ten match the two columns. All the questions are compulsory.**

*(Each is 1 mark. Total 70 marks).*

**1. Which of the following techniques are associated with drawing?**

- a) Hatching
- b) Sprawling
- c) Cobbling

**2. One of the major techniques involved in printmaking is:**

- a) Woodcutter
- b) Stretching
- c) Lithography

**3. In photographic printing, cyanotype process produces an image of**

- a) Brown and white
- b) Blue and white
- c) Black and white

**4. The first commercially available digital camera was manufactured by**

- a) Nikon
- b) Kodak
- c) Ricoh

**5. The most fundamental way in which an art director manipulates the photographic image is by:**

- a) Editing
- b) Cropping and scaling
- c) Cutting and splicing

**6. What is undercolor removal in printing?**

- a) Removing gray and neutral tones in magenta
- b) Removing gray and neutral tones in cyan
- c) Removing gray and neutral tones in yellow

**7. In general the most difficult colors to reproduce in the four color printing process are:**

- a) Gold, deep blues and certain greens
- b) Chrome yellow and beige
- c) Purple and maroon

**8. Research indicates that in judging advertisements, readers' typically look first at:**

- a) Advertisers name, contact information
- b) Headline, copy, visual and caption
- c) Visual, caption, headline, copy and signature

**9. Choose the statement that provides the guide for choosing fonts for headlines?**

- a) Use the same fonts for headline and body text
- b) Limit use of decorative headline fonts
- c) Set all caps headlines in serif fonts

**10. One pica is equal to how many points?**

- a) 10
- b) 12
- c) 14

**11. In printing the color black is represented by the letter?**

- a) B
- b) M
- c) K

**12. Which of the following is best suited to get text or images out of a PDF file?**

- a) Adobe Acrobat
- b) Free Adobe Acrobat Reader
- c) Text editor

**13. For what purpose is the viewfinder used for by a graphic artist?**

- a) To draw shapes
- b) To compose one's picture
- c) To take photographs

**14. "Painting by dots technique" is:**

- a) Pointillism
- b) Impressionism
- c) Surrealism

**15. Salvador Dali is associated with which art movement?**

- a) Surrealism
- b) Symbolism
- c) Futurism

- 16. Duchamp's famous photograph of the Mona Lisa, upon which he drew a mustaches as if defacing it is associated with which art movement:**
- a) Surrealism
  - b) Cubism
  - c) Dadaism
- 17. A style of painting in which the pigment is applied thickly or in heavy lumps, as in many of Rembrandt's paintings.**
- a. Impressionism
  - b. Impasto
  - c. Illumination
- 18. Zorig Chusum is the:**
- a. 8 traditional arts and crafts of Bhutan
  - b. 10 traditional arts and crafts of Bhutan
  - c. 13 traditional arts and crafts of Bhutan
- 19. The most common applications used for page layout are:**
- a) Word Perfect, QuarkXPress and PageMaker
  - b) Adobe Illustrator, QuarkXPress and InDesign
  - c) QuarkXPress, PageMaker and PhotoShop
- 20. 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:**
- a) Page design
  - b) Layout
  - c) Spacing
- 21. Which list represents only elements of design?**
- a) Lines, shape, balance, color, form, space, proximity, unity, and gestalt
  - b) Lines, shapes, mass or size, texture, color, form, space, and value
  - c) Alignment, balance, consistency, contrast, proximity, repetition, unity, and gestalt
- 22. A photosensitive paper used in general photography, graphic reproduction and Phototypesetting, on which an image is created. What is it called?**
- a) Microfilm
  - b) Bromide
  - c) Carbon tissue

- 23. Typefaces are either serif or sans serif. Which typeface is serif?**
- a) Swiss
  - b) Garamond
  - c) Ariel
- 24. A generally accepted practice is to limit the number of different typefaces to \_\_\_\_\_? Choose the best answer.**
- a) One serif and one sans serif font
  - b) Three or four fonts
  - c) Three or four serif fonts and perhaps one script
- 25. Visual or optical alignment is:**
- a) Left and right margins are exactly or visually equal
  - b) Top and bottom margins are exactly or visually equal
  - c) The objects may not be precisely aligned but to the eye they appear lined up
- 26. Which alignment generally gives a more formal appearance to text?**
- a) Left-Aligned
  - b) Ragged Right
  - c) Fully Justified
- 27. 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.**
- a) Dummy
  - b) Mockup
  - c) Portfolio
- 28. Trimming or masking a photograph or artwork so that its proportion or size is in line with those required.**
- a) Cropping
  - b) Creasing
  - c) Stripping
- 29. Masthead is:**
- a) Design or logotype used for identification by newspaper or publication
  - b) Preliminary page
  - c) Mechanical drawings used by newspapers

**30. Pagination**

- a) Preliminary page
- b) Abbreviation notes
- c) The number of pages in consecutive order

**31. Descender**

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

**32. X height**

- a) Height of lower case letters, exclusive of ascenders and descenders
- b) The line that marks the tops of lower case letters.
- c) Adding space between words to fill out line of type to a given measure.

**33. The proper character to use between the numbers in date ranges, such as December 15-31, is called what?**

- a) en dash
- b) em dash
- c) hyphen

**34. In printing the term trapping refers to:**

- a) Catching rats that would otherwise chew on the press blankets
- b) Catching paper in a cage as it comes out of the press
- c) The slight overlapping of colored printing areas

**35. Which general statement about line length and font size is true?**

- b) The longer the line, the shorter the font should be
- c) The shorter the line, the smaller the font should be
- d) The longer the line, the smaller the font should be

**36. What is a floating block in publishing?**

- a) Any graphic, test, table or other representation that is unaligned from main flow of text
- b) Are columns used to separate columns
- c) Wooden block used for printing in the 15<sup>th</sup> century

- 37. Art forms involving three-dimensional objects, such as sculpture and architecture are called plastic arts.**
- a) True
  - b) False
- 38. Visual artist are limited to traditional art media.**
- a) True
  - b) False
- 39. Electronic images are truly multiple originals as they rely upon code to produce the image and every copy is actually the writing of code upon a disk or reproduction of code. Prints produced via any other medium are copies and not truly original unless a process of manual editing of the final result or plate is applied.**
- a) True
  - b) False
- 40. The first permanent photograph was an image produced in 1826 by Johann Heinrich Schultz.**
- a) True
  - b) False
- 41. One of the early methods of taking color photos was to use three cameras.**
- a) True
  - b) False
- 42. Recent changes in camera processing allows digital fingerprinting of RAW photos to verify against tampering of digital photos.**
- a) True
  - b) False
- 43. The earliest paper was made from bark?**
- a) True
  - b) False
- 44. Some of the building blocks of design are lines, shapes, mass, texture and color.**
- a) False
  - b) True

- 45. The standard size of A4 paper is 8.5 cm by 11 cm.**
- a) True
  - b) False
- 46. Postscript is a bitmap computer graphics format.**
- a) True
  - b) False
- 47. Newspapers typically use perfect binding.**
- a) True
  - b) False
- 48. Posters designed to attract attention from ten feet away needs to be set in larger, attention-getting typeface than books which will be held in the readers hands.**
- a) True
  - b) False
- 49. The longer the line, the more leading is necessary?**
- a) True
  - b) False
- 50. White space decreases visual impact of the layout and design.**
- a) True
  - b) False
- 51. Crop marks are placed on paper to indicate end of page.**
- a) True
  - b) False
- 52. Normal bleed allowance is 1/10"**
- a) True
  - b) False
- 53. Geo-metograms are the stylized male and female symbols used on signs for public restrooms are what kind of shape?**
- a) True
  - b) False

- 54. Page composition is the term used for determining the typographical specification to which a manuscript needs to be set in order to fill a given amount of space.**
- a) True
  - b) False
- 55. The graphics file format that the windows clipboard uses to transfer cut-n-paste images between programs is WMF.**
- a) True
  - b) False
- 56. Another name for line art scanning mode is grayscale**
- a) True
  - b) False
- 57. RIP in printing stands for ready imaging process**
- a) True
  - b) False
- 58. The name for the rows of dots connecting items in a table of contents is**
- a) Leading
  - b) Leaders
  - c) Rules
- 59. A modem is a device that converts computer data into high frequency signals or vice versa, for transmission over phone lines.**
- a) True
  - b) False
- 60. Embossing is the process of adding a protective coat to printed matter.**
- a) True
  - b) false

**61 to 70. Match each description or term with the most appropriate related item.  
 Make your selection for each match in the middle column of the table.  
 (10 marks)**

<b>Col 1</b>	<b>Match Col 1 to Col 2 USE the alphabet letter</b>	<b>Col 2</b>
1. Relief printing		<b>(A)</b> Used to measure line length
2. Can make shapes		<b>(B)</b> Online diary
3. Originally a scanning format		<b>(C)</b> Blank space in the center of a book or magazine spread where two facing pages meet
4. Pica		<b>(D)</b> Large printed sheet folded for mailing
5. Blog		<b>(E)</b> Tiling
6. CGI		<b>(F)</b> TIFF
7. WYSIWYG		<b>(G)</b> Diecuts
8. Printing a large page on multiple small pages of paper		<b>(H)</b> Used for visual effects in computers
9. Broadside		<b>(I)</b> Where the ink goes on the original surface of the matrix
10. Gutter		<b>(J)</b> What you see is what you get

**Section B consist of 10 questions. All the questions are compulsory. (Each is 3 marks. Total 30 marks).**

In your answer you will be assessed on how well you:

- write in a concise and well-reasoned way
  - present an informed point of view
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- 1. Explain why Visual artist are no longer limited to traditional art Media?**
- 2. Log files of websites when analyzed can provide information to improve a website. Do you agree? State three reasons for agreeing or disagreeing?**
- 3. How would you ensure that your new website is picked up by search engines.**
- 4. How will you make an advertisement stand out on in the local newspaper?**
- 5. If the target audience were illiterate, what form of communication would you recommend?**
- 6. How will you convince a client to use black for a high-end brochure!**
- 7. Give an example of how typography can enhance visual communication.**
- 8. Name the basic ways of arranging lines of type on a page?**
- 9. What binding would you recommend for a book with 300 pages and why?**
- 10. In book binding what is creep?**

