

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

PAPER III: SUBJECT SPECIALIZATION FOR(Design/Visual Communication)

Date : 20/12/08

Total Marks : 100

Examination time: 2.5 hours

Reading Time : 10 minutes

Instructions to candidate(s)

- Write your answers in the CSCE Answer sheets provided.
- Paper III has two sections A and B.

Section A

Consist of twenty-four multiple choice/true or false questions/five match the columns of 1 mark each (*Total 30 marks*) and four short answer questions of 5 marks each (*Total 20 marks*).

Section B

Consists of two case studies and the candidate must answer only one (*Total 50 marks*).

SECTION A

Choose only **ONE** from the three possible answers and answer in the **CSCE answer sheets**.

1. In color reproduction, when the lights of these colors - red, green, and blue are added together, they produce the sensation of

- a) Yellow light
- b) White light
- c) Bright light

2. A standard of measurement for depth of columns of advertising space is

- a) Gate line
- b) Agate line
- c) Pica

3. Which one, of the four-color process inks reflects blue and green light and absorbs red light?

- a) Cyan
- b) Magenta
- c) Yellow

4. Die-stamping

- a) The process of using sharp steel rules to cut special shapes for labels, boxes and containers
- b) An intaglio process for the production of letter-heads, cards, etc., printing from lettering or designs engraved into copper or steel.
- c) A positive-working plate where inked areas are slightly recessed below the surface

5. Dot in the printing process refers to

- a) A defect in which dots print larger than they should, causing darker tones or colors
- b) Portions of originals that do not reproduce easily
- c) The individual element of a halftone

6. The movie camera takes a series of images, each is called a

- a) Frame rate
- b) Frame
- c) Snapshot

7. An assistant film director is primarily responsible for

- a) The acting in the movie and managing the creative elements
- b) Manages the shooting schedule and logistics of the production
- c) Finds and manages film locations

8. Prime time

- a) The hours when viewing is at its peak on television, usually in the morning hours
- b) The hours when viewing is at its peak on television, usually in the afternoon hours
- c) The hours when viewing is at its peak on television, usually in the evening hours

- 9. A website that generates and enables a user to perform task such as logins, searches, updates/edit/post user data, banking, shopping, e-learning and social networking is classified as**
- a) oCRAFT website
 - b) Static website
 - c) Dynamite website
- 10. In a book, the page on the left side is called the**
- a) Verso page
 - b) Recto page
 - c) Preliminary page
- 11. In publishing what is referred to as the running head?**
- a) Page header
 - b) Page orientation
 - c) Page number
- 12. Moire is**
- a) A thick cotton fabric used on the dampening rollers of a press
 - b) The tonal range between highlights and shadows
 - c) The undesirable screen pattern caused by incorrect screen angles of overprinting halftones.
- 13. The most common, significant visual difference in the layout of a magazine and a newsletter is**
- a) Size
 - b) Color
 - c) Cover
- 14. Gutter in typography is**
- a) The blank space in editorial design, at which two pages come together in a two-page spread.
 - b) The space between columns of printed text
 - c) The space between the panels of a comic strip or comic book
- 15. In publishing, a sidebar is a term for information placed adjacent to an article in a printed or Web publication, graphically separate but with contextual connection.**
- a) True
 - b) False
- 16. A gatefold or foldout is a page, which folds out beyond the edges of the publication**
- a) True
 - b) False

- 17. What color is most widely used to project luxury and premium quality?**
- a) Green
 - b) Black
 - c) Gold
- 18. In photography, exposure is the total amount of light allowed to fall on the photographic medium during the process of taking a photograph.**
- a) True
 - b) False
- 19. For photographic film, sensitivity is referred to as film speed.**
- a) True
 - b) False
- 20. Altitude is the degree by which one can over, or under expose an image, and still recover an acceptable level of quality from an exposure.**
- a) True
 - b) False
- 21. Graphics file formats suitable for printing are GIF and JPG and those for on-screen viewing or online publishing are EPS and TIFF.**
- a) True
 - b) False
- 22. Graphics on the web or designed for on-screen display are RGB images.**
- a) True
 - b) False
- 23. In web design, columns are commonly used to separate primary content from secondary and tertiary content.**
- a) True
 - b) False
- 24. Storyboard is a slide or card design especially created for a station to aid in proper adjustment of cameras and receivers.**
- a) True
 - b) False

25 to 30. Match each description or term with the most appropriate related item. Make your selection for each match in the middle column of the table. (5 marks)

Col 1	Match Col 1 to Col 2 USE the alphabet letter	Col 2
1. Spot announcement		(A) The process of shortening scenes by a few minutes, seconds or even frames.
2. Spot television		(B) Photographic surfaces insensitive to red but sensitive to ultraviolet, blue, green, and yellow rays..
3. Trimming		(C) Market-by-market purchase of broadcast time.
4. Orthochromatic		(D) Commercial that lasts one minute or less.
5. Halation		(E) Cutting printed sheets or webs into two or more sections by means of cutting wheels on a press or folder.
6. Splitting		(F) In photography, a blurred effect, resembling a halo, usually occurring in highlight areas or around bright objects.

31. Why is it NOT OK to resize, rotate and crop graphics in a layout program? (5 marks)

32. What are the main differences between a static and dynamic website? (5 marks)

33. In publications, columns are used to improve page composition and readability. Defend or refute this statement. (5 marks)

34. What are the critical five or six questions to consider before one begins designing print publications? (5 marks)

SECTION B: APPLYING THE ELEMENTS OF DESIGN AND COMMUNICATION

This section has **TWO** case studies. In answering this question candidates must attempt one question only. *The samples must be returned along with the answers. [50 marks].*

Question 1. *The samples must be returned along with the answers. [Total 50 marks].*
"Right and wrong do not exist in graphic design. There is only effective and non-effective communication."

- a) You can agree or disagree with the above statement by analyzing the front cover pages of the newspapers provided, and support your argument accordingly. All three editions were printed on a very historic day of Bhutan. Apply the elements of design (lines, shapes, mass or size, texture, color, form, space, and value) and principles of design (alignment, balance, consistency, contrast, proximity, repetition and unity) in your argument. [20 marks].
- b) With reference to the visuals and headlines, explain how graphic designers can raise awareness of political or social issue? [20 marks].
- c) If you were the designer what would you do differently? [10 marks].

Question 2 *The samples must be returned along with the answers. [Total 50 marks].*

Most readers will pick up a publication and immediately decide for themselves whether it is a newsletter or a magazine. In general, the differences between newsletters and magazines come down to how they are written, whom they are written for and how they are distributed.

Compare the samples of the newsletter and magazine provided, and identify the most common differences between the two based on the following criteria. [40 marks].

- Target audience
- Content
- Language
- Layout
- Typography
- Color
- Paper stock used
- Binding
- Printing
- Size
- Length
- Price
- **Other considerations**

- c) If you were the publisher of the newsletter what would you do differently? [10 marks].

