

ROYAL CIVIL SERVICE COMMISSION
CIVIL SERVICE COMMON EXAMINATION (CSCE) 2009
EXAMINATION CATEGORY: TECHNICAL
PAPER III: SUBJECT SPECIALIZATION for Visual Communication GROUP

Date : 8th November 2009
Total Marks : 100
Examination Time : 2.5 hours
Reading Time : 15 minutes (Prior to exam. time)

Instructions to candidate(s):

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

Section A:

Consists of twenty-four multiple-choice questions/true or false questions and six match the Columns of 1 mark each (*Total 30 marks*) and four short answer questions of 5 marks each (*Total 20 marks*). All the questions are compulsory.

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 in the CSCE Answer sheets.
(Each is 1 mark. Total 24 marks)

1. **Manuscript, typeset, transparency or artwork from which a printed image is to be prepared. It may also be supplied in electronic form.**
 - a) Text
 - b) Copy
 - c) Article

2. **Two halftone plates made from the same original, but to different tone ranges so that when printed together a greater tone range is produced than is possible in one colour.**
 - a) Duplex
 - b) Monochrome
 - c) Duotone

3. **Bringing together all the items required to make a complete printing plate – either in film or on paper.**
 - a) Assembly
 - b) Collating
 - c) Imposition

4. **A cheap proof made by contacting film in a vacuum frame with a coated paper which is then developed in an ammonia vapour.**
 - a) Digital proof
 - b) Blue print
 - c) Adhesive

5. **A halftone screen of up to 35 lines per cm (85 lines per inch) used in illustrations printed on newspaper and other cheap papers.**
 - a) Dull screen
 - b) Coarse screen
 - c) Contact screen

6. **In halftone origination which of the degrees of screens used will produce the finest picture?**
 - a) 55 lines per inch
 - b) 133 lines per inch
 - d) 200 lines per inch

7. **A coloured strip in various densities on the back edge of the sheet which enables the platemaker and printer to check by eye or instrument the nature of each ink film or the specially prepared strips of film from which they are made.**
- a) Colour control bar
 - b) Colour fast
 - c) Colour swatch
8. **A sheet of glass, plastic or gelatin used for colour correction, in colour separation or for special effects.**
- a) Colour scanner
 - b) Colour compressor
 - c) Colour filters
9. **Trimming or masking a photograph or artwork so that a detail, its proportions or size are in line with those required.**
- a) Cropping
 - b) Casting off
 - c) Copyfitting
10. **The adjusting of the space between individual letters so that part of one extends over the rectangular area covered by its neighbor.**
- a) Interleaving
 - b) Kerning
 - c) Imposition
11. **All the preparatory stages for printing, including phototypesetting, the making of halftones and colour reproduction.**
- a) Desktop publishing
 - b) Origination
 - c) Layout and design
12. **Proofs used in four-colour process to show all four colours both singly and in combination with the others.**
- a) Progressive proofs
 - b) Four-colour proofs
 - c) Production proofs

13. Shading on film, dry transfer lettering sheets or on blocks.
- Screen
 - Dots
 - Tints
14. Effect applied to halftones that, instead of being squared up or cut out, has the tone etched gently away at the edges.
- Vignette
 - Vellum
 - Ghosting
15. A photosensitive paper used in general photography, graphic reproduction and phototypesetting, on which an image is created. What is it called?
- Cartridge
 - Microfilm
 - Bromide
16. Legibility is severely impaired when text is printed over a broken ground such as an illustration or a photograph.
- True
 - False
17. Flat colour is an area of printed colour with tonal variations.
- True
 - False
18. Ghosting occurs when there is a very heavy area of colour of a regular shape being printed and the inking system of a press is not sufficiently powerful to supply enough ink to all areas.
- True
 - False
19. Justified is text setting in which the column of lines is straight on one side and irregular on the other.
- True
 - False

20. Pixel is the individual picture elements that form the smallest visible part of a colour image in electronic colour imaging systems.
- a) True
 - b) False
21. The size of a book or page is called Volume.
- a) True
 - b) False
22. Densitometer is an optical instrument used to measure the intensity of tone on film or reflection copy as well as of printed images.
- a) True
 - b) False
23. Carbon tissue is a thin paper used to transfer the photographic image from film to a gravure plate or cylinder.
- a) True
 - b) False
24. Pica is a unit of linear measurement used in typography.
- 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. (Each is 1 mark. Total 6 marks)

Col. 1	Match Col. 1 to Col. 2 USE the alphabet letter	Col. 2
1. Achromatic		A. The process by which tone correction is carried out for halftone negatives or positives.
2. Die stamping		B. A printing process in which the printing areas are below the non-printing surface. These recesses are filled with liquid ink with the surplus removed from the non-printing areas by the doctor blade before the paper sucks the ink from the cells.
3. Dot etching		C. A method of colour correction used on a colour scanner by which an extended degree of undercolour removal can take place.
4. Flexography		D. A printing process where the image and non-image surfaces are on the same plane while the paper makes contact with the whole plate surface. The printing area is treated to accept ink and non-printing surface is treated to attract water or other damper solution so that it rejects ink.
5. Gravure printing		E. A relief process using rubber or plastic plates on a web-fed press and solvent-based liquid inks. Mainly used for printing packaging films.
6. Lithographic printing		F. An intaglio printing process in which the image is in relief on the surface of the material, either in colour or without ink.

31. The design cycle is used to develop solutions to a problem. The problem may seem quite simple or very complex, but if it is to be solved successfully, a logical method of working needs to be used. How and where do you start? (5 marks)
32. Printed materials come in many shapes and sizes. What are the advantages and limitations of choosing a page-size? (5 marks)
33. What are the differences between perfect binding and sewn book binding? Which publications are they mostly used and why? (5 marks)
34. Choose a lettering style which you think is appropriate to one of the radio programmes in Bhutan (*Kuzoo* or *Radio Valley* or *Centennial Radio*) and use it to design a title caption. The caption should include some kind of visual image. This could be a pattern, a drawing or a photograph. Use pencil or pen to do the rough sketch. (5 marks)

SECTION B

This section has TWO case studies. In answering this question candidates must attempt ONE question only. (50 marks)

Question 1. (Total 50 marks)

Books and newsletters are two different publications that are widely used. Compare these two publications and give your views/opinions/arguments on the following questions:

- What are the differences and similarities of these two publications in terms of the content, design, choice of format, typography, colour and artwork, cost and quality, raw materials used for printing and finishing, etc. (20 marks)
- Explain the publishing processes of these two publications. Elaborate more on the role of the designers. Also prepare print specifications (if you were to send them for printing) and a checklist. (20 marks)
- Publishing industry is slowly growing in Bhutan. We are now seeing more and more books and newsletters being published by our locals. These materials are also being printed inside Bhutan. As a designer what changes should be brought in order to enhance professionalism in such publications in Bhutan. (10 marks)

Question 2. (Total 50 marks)

Thimphu has the largest number of shops and offices (both government and private) in Bhutan. They are growing. Therefore, it has become important for the general public and tourists to know their locations, their businesses, products, services, etc. The sign boards and maps are a means of providing such information as well as for promoting goods and services.

- Come up with a design proposal for improving the signboards in Thimphu based on the following criteria:
 - ❖ Size
 - ❖ Text (Dzongkha or English or both)
 - ❖ Images, logo, colours, etc.
 - ❖ Placements
 - ❖ Audience (Children, adults, tourists)
 - ❖ Materials
 - ❖ Lighting, etc.
- Give your justifications for the proposal.