PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023

Semester : Semester III - 2021
Course Code : DES2079
Course Name : Sem III - DES2079 - Digital Design Tools
Program : B.Design - Communication Design

Date : 18-JAN-2023
Time : 9.30AM - 12.30PM
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS   **3Q X 10M = 30M**

1. How does CMYK mode work? What function does it serve?

    (CO1,CO2) [Knowledge]

2. Write the following in its whole form:
    - JPEG
    - PNG
    - HDMI
    - PDF
    - PSD

    (CO1,CO2) [Knowledge]

3. What distinguishes 72PPI AND 300 PPI from each other? Explain

    (CO3,CO1) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS   **2Q X 15M = 30M**

4. Create a character using Adobe illiustrator.

    (CO1,CO2) [Comprehension]

5. Create a poster on one of the following topics with that character:

    Give a brief description of your design (min 100 words)
    - Everyday life
    - Music Festival
    - Hampi travel

    (CO2,CO1) [Comprehension]

PART-C

VIVA / JURY   **1 X 40M = 40M**

6. Assignment submission and presentation.

    (CO2,CO1) [Application]

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