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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023**

Semester : Semester IV - 2021

Course Code : DES2083

Course Name : Sem IV - DES2083 - Digital Illustration

Program : BDP

Date : 14-JUN-2023

Time : 1.00PM - 4.00PM

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.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
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PART A

ANSWER ALL THE QUESTIONS

(3 X 10 = 30M)

1. Define the qualities of colors used in Design. Explain the Tints and Shades, how it is used in selection of colours.
(CO1,CO2) [Knowledge]
2. Differentiate between raster and vector based software?
(CO1,CO2) [Knowledge]
3. Text plays an Important role in Design, Justify it with proper examples.
(CO3,CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

4. Comeup with your Own Design by using only Basic Shapes in Adobe Photoshop and also explain the importance of Basic Shapes in a Design.
(CO2,CO3) [Comprehension]
5. Mention the Importance of Tools that present in the adobe photoshop software and listout all the tools that used for Designing.
(CO2,CO3) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 30 = 30M)

6. Briefly explain the Steps Involved in Poster designing with proper example. Also Design a Poster using your product for the upcoming Summer Sale.

(CO2,CO3) [Application]