

**School Of Distance Education**  
**Mahatma Gandhi University, Kottayam**

**SECOND YEAR**

**B.A ANIMATION AND GRAPHIC DESIGN**

**(C.B.C.S.S SYLLABUS-Off Campus Stream)**

**OBJECTIVE TYPE QUESTIONS AND ANSWERS**

**DESIGN STUDIO**

**(From Second year Syllabus)**

1. A \_\_\_\_\_ covers topics of general interest for a specific geographic area.
  - a) Magazines
  - b) News papper
  - c) Telivision
  - d) Radeo
2. What is the process and product of imagination?
  - a) Design
  - b) Film
  - c) Visual effects
  - d) Magazines
3. Graphic design is a cousin of \_\_\_\_\_ industry.
  - a) Animation
  - b) Film
  - c) Visual effects
  - d) Advertising
4. Who captuared the photograph of “Civil War” for Harpers Weekley?
  - a) Mathew Brady
  - b) Salvador dali
  - c) John Lennon
  - d) Annie Leibovitz
5. In 1870’s in New york city who created “Stark black and white engravings of life” for harpers weekley?
  - a) Salvador dali
  - b) Winslow homer
  - c) Pickaso
  - d) Leana Do Davingi
6. In which format magazines exists in?
  - a) Print and publishing
  - b) Print and broadcasting
  - c) Broadcasting
  - d) Telecasting
7. Readers depends on the news papper for \_\_\_\_\_?
  - a) Specialised information
  - b) Various information

- c) New information
  - d) Day to day news
8. What is “M.P.A” stands for?
- a) Magazine publisher of Australia
  - b) Magazine publisher of Africa
  - c) Magazine publishers of America
  - d) Magazine publisher of Argentina
9. In 1982, who offered an expansion for magazines?
- a) Magazine publishers of India
  - b) Magazine publishers of Italy
  - c) Magazine publishers of Europe
  - d) Magazine publishers of America
10. How many countries the “Modern Plastics” magazine publishing?
- a) 110 countries
  - b) 5 countries
  - c) 10 countries
  - d) 20 countries
11. Which medium is more comfortable than any other medium?
- a) Television
  - b) Magazine
  - c) Radio
  - d) News paper
12. “A magazine is a tangible enduring companion , a friend that you can enjoy at Home, Work, Traveling anywhere at all” Whose words is this?
- a) Magazine publishers of America
  - b) Magazine publishers of India
  - c) Magazine publishers of Europe
  - d) Magazine publishers of Italy
13. Which is the magazine won the top awards from the Catholic Press Association in 1984?
- a) Time
  - b) News Week
  - c) Catholic Rural Life
  - d) Harpers Weekley
14. In which year wood magazine launched in?

- a) 1985
- b) 1999
- c) 2005
- d) 2012

15. What is the main challenge for a magazine editor?

- a) The magazine different from each issues.
- b) To keep the consistency of the magazine.
- c) To keep the design consistently.
- d) To keep the style of the magazine

16. Which is the magazine "Amoco Oil Company" producing?

- a) Speed
- b) Auto Week
- c) Adventure Road
- d) Fast Track

17. Which is the biggest magazine advertisers?

- a) Coco cola
- b) Nike
- c) Fast track
- d) Automotive Manufactures

18. Which is the magazine get topest advertising income?

- a) Time Warner
- b) Vogue
- c) Soldier of fortune
- d) Scibner's

19. Which is the magazine fills its add pages with National Rifle Association, Military Book of the Month Club and Wesson Firearms insted of cigarette ads?

- a) Vogue
- b) Soldier of fortune
- c) Scibner's
- d) Life

20. In which year Magazines appeared in America?

- a) 1899

b) 1980

c) 1741

d) 1999

21. When was the most fascinating eras in magazine hystory?

a) After World War II

b) After World War I

c) Before World War II

d) Before World War I

22. How many factors have had an on going impact on the magazine industry?

a) 10

b) 50

c) 2

d) 5

23. In 1800 the litaracy rate in America is \_\_\_\_\_ %?

a) 100%

b) 75%

c) 80%

d) 90%

24. In mid ninteenth which was the most popular magazine in America?

a) The Ladies Home Journal

b) Glamour College

c) Ms

d) Godey's Lady's

25. What is the main part in a visual communication?

a) Design

b) Logo

c) Font

d) Line Art

26. " Good design is Good business " Whose words is this?

a) Mathew Brady

b) Salvador dali

c) Thomas Watson Jr

d) John Lennon

27. In which period graphic design spread to all corners of the United States?

- a) In seventies
- b) In eighties
- c) In nineties
- d) Mid of seventies

28. In a communication business, for branding what is the serious issue?

- a) Money
- b) Language
- c) Designs
- d) Font

29. Something that is produced to function and exists in reality is called \_\_\_\_\_?

- a) Product
- b) Design
- c) Offset
- d) Logo

30. A \_\_\_\_\_ has meaning beyond functionality and exists in people's mind?

- a) Logo
- b) Design
- c) Brand
- d) Product

31. The way in which a brand is expressed visually and verbally is called \_\_\_\_\_?

- a) Brand versatility
- b) Brand identity
- c) Brand Differentiation
- d) Brand uniqueness

32. Is the brand unique from other of its kind is called?

- a) identity
- b) Negligence
- c) Differentiation
- d) Relevance

33. Is the brand current with the times is called?

- a) Differentiation
- b) Brand identity

- c) Esteem
  - d) Relevance
34. Does the brand delivered consistently is called?
- a) Reputation
  - b) Defferentiation
  - c) Brand identity
  - d) Esteem
35. How well do consumers know the brand is called?
- a) Defferentiation
  - b) Brand identity
  - c) Reputation
  - d) Esteem
36. Which was the magazine Hystorians conciderd as the best magazine for children ever published?
- a) St. Nicholus
  - b) Keyboard
  - c) People
  - d) Family Times
37. When was the “Readers digest “ premium issue published in?
- a) June 1922
  - b) August 1922
  - c) September 1922
  - d) February 1922
38. How many articles contines in the premium issue of the “Readers digest “?
- a) 5 articles
  - b) 10 articles
  - c) 31 articles
  - d) 3 articles
39. What was the caption of “Life “ magazines premium issue?
- a) Life Ends
  - b) New Life
  - c) Good Life
  - d) Life Begins

40. When was the "Life" magazine's premium issue published in?
- a) January 23 - 1936
  - b) November 23 - 1936
  - c) February 23 - 1936
  - d) March 23 - 1936
41. Which magazine won the "National magazine award" in 1997 for the article "Into Thin Air"?
- a) Outside
  - b) Life
  - c) Vanity Fair
  - d) Rolling Stone
42. In 1997, which article won the "National magazine award" for Outside magazine?
- a) Driving Mr. Albert
  - b) Portrayal of Women
  - c) Little Rock, Arkansas
  - d) Into Thin Air
43. Which magazine won the first annual "National magazine award" for skillful editing, imagination and integrity?
- a) Vanity Fair
  - b) Look magazine
  - c) Outside
  - d) Life
44. When was the "National magazine award" for skillful editing, imagination and integrity started in?
- a) In 1999
  - b) In 1966
  - c) In 1997
  - d) In 1992
45. Which was the most successful feminist magazine for all time?
- a) The Ladies Home Journal
  - b) Glamour Magazine
  - c) Godey's Lady's



d) Ms

46. Which was the first American women's magazine to place a black woman on the cover?

a) Collier's magazine

b) Glamour College

c) Ms

d) Godey's Lady's

47. Which magazine won the "National Magazine Award" in 1998 for the article 'Driving Mr Albert'?

a) Folio

b) Outdoor Life

c) Harper's

d) Better Homes

48. In 1998 which article won the "National magazine award" for Harper's?

a) Driving Mr Albert

b) Portrayal of Women

c) Little Rock, Arkansas

d) Into Thin Air

49. When was the 'Poz' magazine launched in?

a) April 1999

b) April 1992

c) April 1994

d) April 1997

50. Which was the sister publication of "Poz" magazine?

a) Folio

b) Life

c) Latina

d) Mamm

51. Knowingly publishing something false or with a reckless disregard for the truth is called?

a) Adjacency

b) Advertorial

c) Actual Malice

d) Blueline

52. An advertisement placed on the page next to an article about a similar subject is called?

a) Adjacency

b) Advertorial

c) Actual Malica

d) False Light

53. Taking an editorial stand on issues is called?

a) Adjacency

b) Advertorial

c) Actual Malica

d) Advocacy journalism

54. Final page of Film, including all text and art is called?

a) Editing

b) Compositing

c) Final Out

d) Layout

55. The design of the magazine's name is called ?

a) Fond

b) Cover Line

c) Logo

d) Caption

56. A page proof that shows all type and art and is produced on light sensitive paper in blue ink is called?

a) Bleed

b) Cover Line

c) Blue Line

d) Byline

57. A graphic element that extends past the edge of the page is called?

a) Bleed

b) Cover Line

c) Blue Line

d) Byline

58. What is called Identification of the author of the article ?

a) Cover Line

- b) Blue Line
  - c) Byline
  - d) False Light
59. A short title or teaser that appears on the cover of a magazine is called \_\_\_\_\_?
- a) Blue Line
  - b) Byline
  - c) False Light
  - d) Cover line
60. Who is the artist illustrated 'The Ladies Home Journal's' cover of september 1904?
- a) Maxfield Parrish
  - b) Roy Lichtenstein
  - c) Milton Glaser
  - d) Norman Rockwell
61. The 'International Harvester Mark' designed by \_\_\_\_\_?
- a) Paul Rand
  - b) Raymond Leowy
  - c) Morton Goldsholl
  - d) R.J. Reynold
62. Who did develop the symbols used in transportation?
- a) Landor And Associates
  - b) Gianninoto Associates
  - c) RCA
  - d) American Institute Of Graphic Arts
63. Which type symbols use either the company name or its initials in a unique and distinct design?
- a) Typographic
  - b) Abstract
  - c) Descriptive
  - d) A combination of these
64. What is the word meaning of 'Swastika'?
- a) All for alone
  - b) All for one
  - c) All for two

- d) None of these
65. Doves are associated with \_\_\_\_\_?
- a) Aggressiveness
  - b) Righteousness And Courage
  - c) Softness And Femininity
  - d) None of these
66. Who designed 'The Abstract Chase Manhattan Bank' symbol?
- a) Chermayeff & Geismar
  - b) Paul Rand
  - c) Charles Stewart
  - d) R.J. Reynold
67. Who designed 'Elsie the Bordon Cow'?
- a) Charles Stewart
  - b) Gianninoto Associates
  - c) Morton Goldsholl
  - d) Raymond Leowy
68. What is the use of branding marks?
- a) To identify brand
  - b) To identify service
  - c) To identify ownerships
  - d) None of these
69. Who created the 'stagecoach symbol of the wells fargo bank, created over twenty years'?
- a) Lander and associates
  - b) Gianninoto Associates
  - c) American Institute Of Graphic Arts
  - d) None of these
70. During the sixties many corporations adopted \_\_\_\_\_ type symbols?
- a) Typographic
  - b) Descriptive
  - c) Abstract
  - d) A combination of these
71. The 'motrola mark' designed by?
- a) Morton Gold Soll
  - b) Gianninoto Associates

c) RCA

d) R.J Reynold

72. Who were create the hevi struss mark?

a) Lander and associates

b) Gianninoto Associates

c) RCA

d) None of these

73. What are the symbols of 'Bank Of America'?

a) Dove And A Parrot

b) Parrot And An Eagle

c) Cow And An Eagle

d) Dove And An Eagle

74. "We put the Eagle into the logo to symbolize leadership. It indicates that the bank is taking a more aggressive roll in the market place" who told that?

a) Paul land

b) George nelson

c) Bud jarrin

d) Charles Stewart

75. The IBM designed by \_\_\_\_\_?

a) Paul Rand

b) Saalbass & Associates

c) Landor & Associates

d) Lippincott & Margulies

76. Who designed the "Public Broadcasting system" typographic symbols?

a) Raymond Loewy

b) Herb Lubacin

c) Bud Jerrin

d) Gerald Stahl

77. The designer 'Nash Hernandez' used seagulls and a nautical theme reminiscent of Fisherman's wharf. in which design?

a) Sanfrancisco & French bread

b) Publi Broadcasting System

c) Newyork Life Insurance

d) Exxon

78. Who are the designers of RCA symbol?

- a) Charmayeff & Geismar
- b) George Nelson & Company
- c) Lippincott & Margulies
- d) Saulbass & Associates

79. Mother & Child, A master head of \_\_\_\_\_?

- a) Readers Digest Publication
- b) Visual Graphics Cord
- c) Curtiss Publication
- d) None of these

80. The herb Lubalin, a designer for over forty years created which based type designs?

- a) Typographic
- b) Descriptive
- c) Abstract
- d) A combination of these

81. How many colors does the Kodak package make effective use of?

- a) Two
- b) Five
- c) Four
- d) Six

82. The standard size for letterhead in the United States is \_\_\_\_\_?

- a) 8 ½ by 11 inches
- b) 7 ¼ by 10 ½ inches
- c) 4 ¼ by 3 ½ inches
- d) 10 by 3 ½ inches

83. A thumbnail size is ?

- a) ½ to 1 inch in size
- b) 1 to 1 ½ inch in size
- c) 1 to 2 inch in size
- d) 1 to 3 inch in size

84. A desired image acquired and communicated by the company to the public through visual communications it is called \_\_\_\_\_?

- a) Identity system

- b) Symbol
  - c) Corporate Identity
  - d) Compatible typography
85. Impenetrability, Distinction nobility, Elegance, Darkness these are which color positive association?
- a) Red
  - b) Black
  - c) Green
  - d) White
86. The black color taste is \_\_\_\_\_?
- a) Rich
  - b) Light
  - c) Berry Flavour
  - d) Spicy
87. The physical effects of Orange color is \_\_\_\_\_?
- a) Cool, soothing, restful
  - b) Calming, Quieting
  - c) Warmth : resembles the light of a fireplace or a baker's oven
  - d) Coldness, Dirt
88. Decay, Mold, Envy, Jealousy.. these are which color's negative associations?
- a) White
  - b) Blue
  - c) Green
  - d) Orange
89. The red color taste are
- a) Peppery, spict
  - b) Flavour ful, Ripe sweet
  - c) Fresh, Slightly spicy pine, Lemon lime
  - d) Berry Flavour, sweet
90. For the "Saturday Evening Post" How many covers illustrated Norman Rockwell?
- a) 300
  - b) 100
  - c) 250

d) 275

91. Which was the magazine Norman Richwell illustrated 300 covers?

- a) The Ladies Home Journal
- b) Vogue
- c) Saturday Evening Post
- d) Bazaar

92. Who illustrated the “Surrealistic bridal” in the cover of June 1- 1939’s vogue magazine?

- a) Maxfield Parrish
- b) Norman Richwell
- c) Salvador Dali
- d) Roy Lichtenstein

93. Which was the magazine illustrated by Salvador Dali in June 1 -1939?

- a) Bazaar
- b) The Ladies Home Journal
- c) Vogue
- d) Rolling Stone

94. June 1 -1939’s Vogue cover the “Surrealistic bridal” is similar to Salvador Dali’s \_\_\_\_\_ painting.

- a)
- b) Persistence of Memory
- c)
- d)

95. A small design device at the end of each article is called?

- a) Kerning
- b) Duotint
- c) Dingbat
- d) Cylinder

96. The figurative cutting away of portions of a photo to enhance or refine the photo’s message is called \_\_\_\_\_?

- a) Cropping
- b) Insert
- c) Offset
- d) Logo



97. Metal plate that contains all the magazine's material being by the rotogravure process is called \_\_\_\_\_?
- a) Wells
  - b) Screen
  - c) Grid
  - d) cylinder
98. The words that provide information about an image or its context is called \_\_\_\_\_?
- a) Halftone
  - b) Kicher
  - c) Negligence
  - d) Cutline
99. Cutline is otherways called \_\_\_\_\_?
- a) Plates
  - b) Caption
  - c) High Gloss
  - d) Kerning
100. Easily quantified audience characteristics such as age, income, or geographic location is \_\_\_\_\_?
- a) Analysis
  - b) Halftone
  - c) Demographics
  - d) Kenring
101. Which is called a black and white photograph over which spot color has been added as a solid block?
- a) Duotint
  - b) Dull coat
  - c) Duotone
  - d) Dingbat
102. Black and white photograph that is printed twice once usually in black and once in a second colour is \_\_\_\_\_?
- a) Duotint
  - b) Dull coat
  - c) Duotone
  - d) Dingbat

103. Public expression of opinions about public events and issues to allow freedom of discussion is called \_\_\_\_\_?
- a) Argument
  - b) Fair comment and criticism
  - c) Fair using
  - d) False comment and criticism
104. Invasion of privacy by publishing offensive statements or photos out of context is called \_\_\_\_\_?
- a) Argument
  - b) Fair comment and criticism
  - c) Fair using
  - d) False Light
105. What is called the name of an individual typeface?
- a) Grid
  - b) Bleed
  - c) Composite
  - d) Font
106. A Font out sheet is called \_\_\_\_\_?
- a) Gatefold
  - b) Duotint
  - c) Cutline
  - d) Caption
107. Printing term for black and white photograph that has been scanned for reproduction is \_\_\_\_\_?
- a) Duotint
  - b) Duotone
  - c) Half Tone
  - d) High gloss
108. What is the placement of pages on a signature?
- a) Obscenity
  - b) Imposition
  - c) Offset
  - d) Kerning
109. The statements aimed at provoking or causing is called \_\_\_\_\_?

- a) Incitement
  - b) Insert
  - c) Infographics
  - d) Intrusion
110. The charts, diagrams and graphics that convey statistical data is called \_\_\_\_\_?
- a) Incitement
  - b) Insert
  - c) Infographics
  - d) Intrusion
111. The first letter of a word used in a large size to make it stand out is called \_\_\_\_\_?
- a) Incial Lettor
  - b) Intial cap
  - c) Incitement
  - d) Infographics
112. A proof used early in the proofing process to check placement and design issues is \_\_\_\_\_?
- a) Gatefold
  - b) Kicker
  - c) Media kit
  - d) Iris print
113. Art created in solid colour, with no gray tones is called \_\_\_\_\_?
- a) Line Kit
  - b) Line art
  - c) Legibility
  - d) List kit
114. A subtitle that appears above the title is called \_\_\_\_\_?
- a) Digbar
  - b) Introduction
  - c) Kicker
  - d) Negligency
115. The amount of space between lines of type is called \_\_\_\_\_?
- a) Leading

- b) Kerning
  - c) Point
  - d) Libel
116. The list inside the magazine of staff members is called \_\_\_\_\_?
- a) Masthead
  - b) Attendaace
  - c) Register
  - d) Catelog
117. The additional readers of a magazine beyond the original buyer is called \_\_\_\_\_?
- a) Exchanging readership
  - b) Handover readership
  - c) Changing readership
  - d) Pass-along readership
118. 'Coldness and dirt' which colors physical effect are these?
- a) Gray
  - b) Green
  - c) Blue
  - d) Yellow
119. What is mean by the red letted day?
- a) Communism
  - b) Peace
  - c) Truce
  - d) Memorable
120. What is the white color taste?
- a) Delicate
  - b) Rich
  - c) Fresh
  - d) Sweet
121. Which is a 'Coined Word's' example as follows?
- a) IBM
  - b) RCA
  - c) Kodac
  - d) IT&T
122. R.J.Raynold tobacco company became \_\_\_\_\_?

- a) R.J.Raynold industries
  - b) American Tobacco Company
  - c) R.J.Raynolds brands
  - d) None of these
123. A San francisco based saving Bnak hebernia was sold to first Pacific group, A Hongkong multi national firm in which year?
- a) 1980
  - b) 1979
  - c) 1982
  - d) 1985
124. Who was decided to change the look of the Camel cigaret Package?
- a) R.J Reynold
  - b) Raymond loewy
  - c) Paul ram
  - d) Morton gold sholl
125. The national cotton council Logo Design by?
- a) George Nelson & company
  - b) Bud jarrin
  - c) Lander and associate
  - d) Lippincott & margulies
126. Which Airways did indeed REVAMP its look in accordance with a New company strategy befitting a for profit enterprises?
- a) American Airways
  - b) British Airways
  - c) Indian Airways
  - d) None of these
127. What is thumb nails?
- a) Some large sketches
  - b) Some small sketches
  - c) The combination of both
  - d) None of these
128. The Wells fargo Symbol is ?
- a) Dove and eagle
  - b) Stage coach symbol

- c) Typographic symbol
  - d) None of these
129. “Its an Umbrella phenomenon where lightness transforms itself into the cars we drive,the lightness in a room,our diet, as well as lightness in the relationships we have” who told that?
- a) Charles Stewart
  - b) R.J Reynold
  - c) Raymond Loewy
  - d) Dr. Robert.t.London
130. The creative Black book is ?
- a) Print
  - b) Art direction
  - c) Communication Art
  - d) American Art Directory
131. A typography base design?
- a) Chase Manhattan Bank
  - b) North American Rock well
  - c) Mother and child
  - d) Penwalt corporation
132. It can be Manipulated on a computer saving the designer hours of creative time?
- a) Logo
  - b) Symbol
  - c) Shading screen
  - d) None of these
133. Which Type symbol usually represent images in a stylized simplified manner?
- a) Abstract
  - b) Descriptive
  - c) Typographic
  - d) A combination of these
134. ----- Mark is one of that relates a company’s products or services representationally?
- a) Abstract

- b) Descriptive
- c) Typographic
- d) A combination of these

135. ----- alone should be used for reproduction?

- a) Signature
- b) Corporate colors
- c) Compatible Typography
- d) Master art work

136. Microtypography-also called.....

- A. typography
- B. layout
- C. graphic design
- d. concept

137. Two pages join together into a unity by the axis of .....

- A. kinetics
- B. symmetry
- C. asymmetry
- D. layout

138. The..... is a well known tool in graphic design mainly in typography.

- .font
- B. type
- C. design
- D. grids

139. grids are used in ..... as a syntactic tool.

- A. Graphic Design
- B. visual media
- C. design literature
- D. design consensus

140. The literature on grids in modern design is very much focused on the field of .....

- A. Book publication
- B. typography
- C. printing
- D. graphic design

141. Demonstrated five variables of grid which have been called as.....

- A. Syntactic variables
- B. grid variable
- C. font variable
- D. design

142. .... at different angles can create different expressions

A. area B. orientation C. position D. grid

143. grid divides the space in small.....

A. area B. pockets C. portion D. design

144. GV method stands for.....

A. graphic variable B. grid variable C. graphic design variable

D. general variable

145. the fastening together of printed sheets in the form of signatures into books, booklets, magazines, etc.

A. binding B. bind embossing C. blurb D. bullet

146. a typographic element usually used to highlight specific lines of text

A. boldface B. brackets C. blurb D. bullet

147. plate-less printing direct from digital files

A. offset printing B. letterpress C. digital printing D. computer printing

148. blank space where two pages meet at the binding or blank space between two columns of type

A. grid B. gutter C. grain D. galley

149. the white space above the first line a page.

A. head margin B. gutter margin C. double margin D. space

150. the term MODERN used to describe the typestyle developed in the late.....

A. eighteenth century B. sixteenth century C. seventeenth century D. fifteenth century



# ANSWERS

1.b

2.a

3.d

4.a

5.b

6.a

7.d

8.c

9.d

10.a

11.b

12.a

13.c

14.a

15.a

16.c

17.d

18.a

19.b

20.c

21.a

22.d

23.b

24.d

25.a

26.c

27.c

28.b

29.a

30.c

31.b

32.c

33.d

34.d

35.c

36.a

37.d

38.c

39.d

40.b

41.a

42.d

43.b

44.b

45.d

46.b

47.c

48.a

49.c

50.d

51.c

52.a

53.d

54.b

55.c

56.c

57.a

58.c

59.d

60.a

61.b

62.d

63.a

64.b

65.c

66.a

67.b

68.c

69.a

70.c

71.a

72.a

73.d

74.d

75.a

76.b

77.a

78.c

79.c

80.a

81.a

82.a

83.a

84.c

85.b

86.a

87.c

88.c

89.b

90.a

91.c

92.d

93.c

94.b

95.c

96.a

97.d

98.d

99.b

100.c

101.a

102.c

103.b

104.d

105.d

106.a

107.c

108.b

109.a

110.c

111.b

112.d

113.b

114.c

115.a

116.a

117.d

118.a

119.d

120.a

121.c

122.a

123.c

124.a

125.c

126.b

127.b

128.b

129.d

130.d

131.c

132.b

133.a

134.b

135.d

136.b

137.b

138.d

139.a

140.b

141.a

142.b

143.b

144.b

145.a

146.d

147.c

148.b

149.b

150.a

