Sample Test Paper

1st Level Screening

MODE – Online Examination (MCQ)

Skill- Graphic Design Technology

Category: Creative Arts & Fashion

1. Principles of Design

a) Fundamental of design principle-
- Emphasis
- Balance and Alignment
- Contrast
- Repetition
- Proportion
- Movement

2. Design Thinking, Ideation

a) Approach to Design Thinking-
- Design Thinking Skills
- Identifying Customer Needs
- Applied Creativity
- Design of Services
- Financial Analysis
- Environmental Sustainability

b) Systematic Inventive Thinking

- Introduction to Creativity and Closed World Innovation
- Changing Your Mind-set: An Introduction to Fixedness
- Tools for Generating Innovative Ideas
- Researching Creative Ideas to Turn Patterns into Tools and Using the Function Follows Form Approach
- Using the Subtraction Template
- Using the Task Division Template
- Using the Multiplication Template
- Using the Task Unification Template
- Using the Task Unification Template

3. Introduction to Graphic Design

A) Introduction to Design
- What is Design?
- Role of a Designer

B) Process, elements and composition
- Design Process
- Design Elements
- Visual Composition

C) Photo Compositing/ Manipulation
- Introduction to Photo Composting/manipulation
- Getting assets for your first compositing
- Refining selection
- Compositing and adjusting the color levels
- Exporting your Final Image

4. Art & Design

A. Art and Design:
- Study and research on Art and design forms
- Identification of material to be used

5. Sketching & Illustration

A) Sketching
- Introduction
- Gesture Drawing
- Basic Proportions
- Key Line
- Perspective
- Volume Construction
- Balance
- Light and Shades
- Shapes

6. Colour Theory

A) Colour Theory
- Understanding Colour
- RGB: The additive colour Mixing model
- CMYK: The subtractive
- colour mixing model
- The Colour Wheel
- Hue Shade Tint & tone

7. Photo Compositing/Manipulation
- Introduction to Photo Compositing/Manipulation
- Getting Assets for your first compositing
- Refining selection
- Compositing and adjusting the color levels
- Exporting your final image

8. Visual Composition
- Unity
- Balance
- Movement
- Rhythm
- Focus
- Contrast
- Pattern
- Proportion

9. Visual Design
- Line
- Shape
- Negative/White Space
- Volume
- Colour
- Texture
- Unity
- Gestalt
- Hierarchy
- Balance

- Contrast
- Scale
- Dominance

10. Poster Design

- Goal
- Audience
- Imagery
- Colour

1. _____ is another word for brightness of a color.

   a. Value
   b. Intensity
   c. Hue
   d. Complementary

2. What words are used to describe color temperature?

   a. Light and Dark
   b. Hot and Cold
   c. Black and White
   d. Warm and Cool

3. In order to create a sense of visual symmetry, an artist will incorporate _____ within their artwork.

   a. Contrast
   b. Balance
   c. Unity
   d. Movement

4. A work of art that has a large red circle in the middle of it is showing a strong sense of _____.

   a. Contrast
   b. Emphasis
   c. Movement
   d. Unity

 5**. Three colors that are equal distance apart on the color wheel are called _____ .**

A.   intermediate or tertiary colors
B.   Analogous colors
C.   Color triad
D.   Complementary colors

6. _____ are obtained by adding white to a hue.

A. Neutrals
B. Tints
C. Secondary colors
D. Shades

7. **Artwork in Adobe Illustrator which falls outside of printing box is known as:**

a) Bleed
b) Slug
c) Margin
d) Spine

8**. Select from the following choices an operation, controlled by the "character":**

a) Format
b) Type color
c) Leading
d) Hyphenation

9. To fill type with a gradient or interested effect which of the following operations must be accomplished first in Illustrator:

a) Show type as having an empty fill
b) Convert type to outline
c) Click the gradient and select the type while holding shift

10. Which file format will give you the best resolution with a clear background on the web?
   A. .psd
   B. .png
   C. .gif
   D. .jpg

Answer Key

1. Intensity
2. Warm & Cool
3. Balance
4. Emphasis
5. Color triad
6. Tints
7. Bleed
8. Leading
9. Convert type to outline
10. .PNG