

UNIVERSITY OF CALICUT
SCHOOL OF DISTANCE EDUCATION
BMMC (2011 Admn.)
IV SEMESTER
CORE COURSE
CREATIVITY AND DESIGN SKILLS
QUESTION BANK

1. Creativity
 - a. Origination of new thing
 - b. Duplication
 - c. modified design
 - d. None of the above
2. Imagination
 - a. Ability of skill up gradation
 - b. Ability of forming new images
 - c. Ability to learn new
 - d. None of the above
3. Visual Thinking
 - a. Thinking through visual processing
 - b. Thinking without imagination
 - c. Thinking without ideas
 - d. None of the above
4. Aesthetics
 - a. Article dealing with science
 - b. Philosophy dealing with nature of art
 - c. Article on literature
 - d. Science of environment
5. Brochure
 - a. pamphlet
 - b. Booklet
 - c. Posters
 - d. Slide
6. A4 size
 - a. 20x19 cm
 - b. 29.7 cm x 21 cm
 - c. 28x22 cm
 - d.30x20 cm
7. Demy size
 - a. 20x19 cm
 - b. 29.7 cm x 21 cm
 - c. 28x22 cm
 - d.56x44cm
8. Crown Size
 - a. 38.10x50.80 cm
 - b. 29.7 cm x 21 cm
 - c. 28x22 cm
 - d.56x44cm
9. Not a part of design principles
 - a. Form
 - b. Content
 - c. Unity
 - d. ratio
10. Design software
 - a. 3D Max
 - b. Excel
 - c. Java
 - d.Net

11. Vector graphics
 - a. Lines
 - b. bitmaps
 - c. Pixel
 - d. None of the above
12. Perspective
 - a. Parallel lines
 - b. Effect of distance
 - c. Bitmaps.
 - d. None of the above
13. Color harmony
 - a. Pleasing arrangements of colour
 - b. Contrast of colours
 - c. Complexity
 - d. None of the above
14. Background
 - a. Farthest plane of the picture
 - b. Nearest plane of the picture
 - c. Base of the picture
 - d. None of the above
15. Curvature
 - a. Angle of a line
 - b. Bending of a line
 - c. Width of a line
 - d. length of a line
16. Design:
 - a. Concept of a work of art
 - b. Print production
 - c. Lamination
 - d. post production
17. Distortion
 - a. Curvature
 - b. Twist of shape
 - c. parallel lines
 - d. None of the above
18. Figurative
 - a. Geometric drawing
 - b. Landscape
 - c. gesture drawings
 - d. None of the above
19. Foreground
 - a. Nearer view of an Image
 - b. Farthest view of a picture
 - c. Bottom of the image
 - d. None of the above
20. Gesture Drawing
 - a. Movement of action
 - b. Landscapes
 - c. Geometric drawing
 - d. None of the above
21. Line Direction:
 - a. vertical
 - b. parallel
 - c. square
 - d. Rectangle
22. Media
 - a. Concept of a work of art
 - b. Materials used to create art
 - c. Mood in art
 - d. None of the above
23. Pattern
 - a. Forms repeated in a design
 - b. Form
 - c. Content
 - d. Proportion
24. Content
 - a. Text matter for a design
 - b. Concept of a work of art
 - c. Design elements
 - d. None of the above

25. Portfolio
- a. Script of a work
 - b. organized collection of work.
 - c. post production
 - d. None of the above
26. Proportion
- a. The size relationships
 - b. Unity
 - c. Harmony
 - d. Contrast
27. The arrangement of the visual elements
- a. Composition
 - b. Unity
 - c. Harmony
 - d. Contrast
28. Difference in colour and light
- a. Harmony
 - b. Contrast
 - c. Unity
 - d. balance
29. Page design software
- a. Indesign
 - b. Excel
 - c. 3D max
 - d. Power point.
30. Surface Quality
- a. Harmony
 - b. Texture
 - c. Balance
 - d. Unity
31. Not related to image format
- a. JPEG
 - b. TIFF
 - c. WAV
 - d. BMP
32. Contrast
- a. Difference against each other.
 - b. Difference in elements
 - c. Difference in image
 - d. none of the above
33. Rhythm
- a. Alteration in sequence
 - b. Abnormal change
 - c. equilibrium of elements
 - d. surface feel of an object.
34. Balance
- a. Difference in elements
 - b. surface feel of an object.
 - c. The equilibrium of elements
 - d. abnormal change
35. Texture
- a. Difference in elements
 - b. Difference in image
 - c. none of the above
 - d. The surface feel of an object.
36. Design
- a. scheme of pictorial construction
 - b. organized collection of work.
 - c. post production
 - d. None of the above
37. Three-dimensional:
- a. height, width, and depth.
 - b. height, and width
 - c. height, and depth
 - d. None of the above
38. Two-dimensional
- a. height, width, and depth.
 - b. height, and width
 - c. height, and depth
 - d. None of the above

39. Composition
- a. organizing all the elements of a work of art
 - b. Abnormal change
 - c. equilibrium of elements
 - d. surface feel of an object.
40. Size
- a. The extent of a shape
 - b. The specific spatial character
 - c. solidity or mass
 - d. Extension in any direction
41. Shape
- a. The extent of a shape
 - b. The specific spatial character
 - c. solidity or mass
 - d. Extension in any direction
42. Volume
- a. The extent of a shape
 - b. The specific spatial character
 - c. solidity or mass
 - d. Extension in any direction
43. Outline
- a. Edge of a shape.
 - b. The extent of a shape
 - c. solidity or mass
 - d. Extension in any direction
44. Space
- a. The extent of a shape
 - b. The specific spatial character
 - c. solidity or mass
 - d. Extension in any direction
45. Abstract
- a. Non realistic art
 - b. Realistic art
 - c. Classical art
 - d. None of the above
46. Colour separation
- a. pre production
 - b. Production
 - c. Post production
 - d. None of the above
47. Pre press
- a. Scanning
 - b. Printing
 - c. Binding
 - d. Lamination
48. Portrait painting
- a. Full figure
 - b. Head
 - c. Group
 - d. Landscape
49. Realism
- a. real life
 - b. Abstract
 - c. Pointillism
 - d. None of the above
50. Neo-Realism
- a. real life
 - b. Abstract
 - c. Pointillism
 - d. emphasis on detail.
51. Impressionism
- a. impression by the effects of light
 - b. Abstract
 - c. Pointillism
 - d. emphasis on detail.
52. Neo-Impressionism
- a. impression by the effects of light
 - b. Abstract
 - c. Pointillism
 - d. emphasis on the visual impression.

53. Expressionism

- a. painting express emotional experience
- b. Abstract
- c. Pointillism
- d. emphasis on detail

54. Spectrum

- a. The saturation or strength of a color
- b. The band of individual colors
- c. factors of hue, value, and intensity
- d. A hue at a darker value

55. Intensity

- a. The saturation or strength of a color
- b. The band of individual colors
- c. factors of hue, value, and intensity
- d. A hue at a darker value

56. Value

- a. amount of light reflected
- b. A hue at a lighter value
- c. A hue at a darker value
- d. The reflection source of light

57. Tint

- a. amount of light reflected
- b. A hue at a lighter value
- c. A hue at a darker value
- d. The reflection source of light

58. Shade

- a. amount of light reflected
- b. A hue at a lighter value
- c. A hue at a darker value
- d. The reflection source of light

59. Tone

- a. The character of a color or value of a surface
- b. A hue at a lighter value
- c. A hue at a darker value
- d. The reflection source of light

60. High Light

- a. The character of a color or value of a surface
- b. A hue at a lighter value
- c. A hue at a darker value
- d. The reflection source of light

61. Half tone

- a. Tone between the lighted and the shaded side
- b. A hue at a lighter value
- c. A hue at a darker value
- d. The reflection source of light

62. Shade

- a. deprived of direct light.
- b. light rebounding from nearby surfaces
- c. light obscured by an object.
- d. The reflection source of light

63. Reflected Light
- a. deprived of direct light.
 - b. light rebounding from nearby surfaces
 - c. light obscured by an object.
 - d. The reflection source of light
64. Shadow
- a. deprived of direct light.
 - b. light rebounding from nearby surfaces
 - c. light obscured by an object.
 - d. The reflection source of light
65. Fresco
- a. Projected panel
 - b. 3D Sculpture
 - c. Mural
 - d. None of the above
66. Which among the following is a design element?
- a. Value
 - b. colour
 - c. space
 - d. all of the above
67. refers to the space of a shape representing the subject matter.
- a. positive space
 - b. negative space
 - c. form
 - d. Value
68. An element of art that refers to the lightness or darkness of a color is a
- a. Value
 - b. form
 - c. space
 - d. intensity
69. Complementary colors are used to create....
- a. contrast
 - b. Value
 - c. density
 - d. none of the above
70. are colors that are found side by side on the color wheel, used to create color harmony.
- a. Analogous colours
 - b. complementary colours
 - c. warm colours
 - d. cool colours
71. colors are tints and shades of one color.
- a. monochromatic colors
 - b. dichromatic colours
 - c. monolithic colours
 - d. bichromatic colours
72. colors are a group of colors that consist of reds, yellows, and oranges.
- a. cool
 - b. warm
 - c. uv
 - d. red
73. colors are group of colors that consist of purples, greens, and blues.
- a. warm
 - b. cool
 - c. blue
 - d. pale
74. An element of art that is three dimensional (height, width, and depth) and encloses volume
- a. line
 - b. form
 - c. shape
 - d. none of the above
75. The concept of describes the relationship between the individual parts and the whole of a composition.
- a. unity
 - b. balance
 - c. rhythm
 - d. dominance
76. in design is a concept that stems from some of the Gestalt theories of visual perception and psychology, specifically those dealing with how the human brain organizes visual information into categories, or groups
- a. balance
 - b. unity
 - c. rhythm
 - d. dominance
77. is an equilibrium that results from looking at images and judging them against our ideas of physical structure (such as mass, gravity or the sides of a page).
- a. balance
 - b. unity
 - c. rhythm
 - d. dominance

- 78..... is the arrangement of the objects in a given design as it relates to their visual weight within a composition
- a. balance b. unity c. rhythm d. dominance
79.relates to varying degrees of emphasis in design.
- a. balance b. unity c. rhythm d. dominance
- 80..... is the repetition or alternation of elements, often with defined intervals between them.
- a. balance b. unity c. rhythm d. dominance
- 81..... can create a sense of movement, and can establish pattern and texture. There are many different kinds of rhythm, often defined by the feeling it evokes when looking at it.
- a. balance b. unity c. rhythm d. dominance
82. A.....rhythm occurs when the intervals between the elements, and often the elements themselves, are similar in size or length.
- a. regular b. flowing c. progressive d. none of the above
83. A rhythm gives a sense of movement, and is often more organic in nature.
- a. regular b. flowing c. progressive d. none of the above
84. Proportion is the comparison of dimensions or distribution of forms. It is the relationship in scale between one element and another, or between a whole object and one of its parts.
- a. balance b. unity c. rhythm d. proportion
- 85.Which of the following is not an example of persuasive advertising:
- a. Persuading customers to receive a sales call
b. Encouraging the customer to purchase now
c. Building brand preference
d. Explaining how the product works
86. Advertising that is set in small type and arranged according to categories or interests
- a. Display ads b. Classified ads c. Testimonial ads d. Banner ads
87. The most common form of outdoor advertising is
- a. Stadium advertising c. Advertising on bus backs
b. Advertising on taxis d. Billboard advertising
88. Which of the following statements about the Internet as an advertising medium is true?
- a. The Internet provides audio and video capabilities
b. Ads are black and white.
c. Internet ads are similar to print ads in that they offer only a visual message.
d. Internet advertising is the most effective form of advertising
89. AAAA stands for,
- a. American Agency for Advertising and Awareness
b. American Association of Advertising Agencies
c. Association of Advertising Agencies in America
d. American Advertising Agencies' Association
90. Objective of all advertisements is,
- a. Objectivity b. Timeliness c. Persuasion d. Infotainment

91. 'Art' in advertisement implies,
- The whole visual presentation
 - The traditional or modern art forms used in an advertisement
 - Graphics and animations used in an advertisement
 - The ambience created to present an idea through an advertisement
92. Three common advertising appeals include
- Objectivity, timeliness and frequency
 - Fear, sex, and humour
 - Guilt, ego and enrichment
 - Possessiveness, pride and social status
93. Which of the following is usually NOT an area of responsibility for people who work in an advertising agency?
- Research
 - Creativity
 - Printing
 - Buying
94. DAVP stands for:
- Dictionary of Advertising and Visual Publicity
 - Directorate of Advertising and Visual Publicity
 - Directory of Advertising and Visual Publicity
 - Directory of Advanced and Vital Publicity
95. U. S. P.(Unique Selling Proposition) means:
- A product that can sell
 - A feature similar to that of the competitor's product/brand
 - A feature present only in one product/brand
 - A feature that can not be altered
96. Writing text for advertisements is called:
- Ad writing
 - Art Production
 - Illustration
 - Copy writing
97. Image advertising is a/an,
- Advertising strategy
 - Advertising standard
 - Advertising firm
 - A type of advertisement

ANSWER KEY

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|-------|-------|-------|
| 1. a | 34. c | 67. a |
| 2. b | 35. d | 68. a |
| 3. a | 36. a | 69. a |
| 4. b | 37. a | 70. a |
| 5. a | 38. b | 71. a |
| 6. b | 39. a | 72. b |
| 7. d | 40. a | 73. b |
| 8. b | 41. a | 74. b |
| 9. d | 42. c | 75. a |
| 10. a | 43. a | 76. b |
| 11. a | 44. d | 77. a |
| 12. b | 45. a | 78. a |
| 13. a | 46. a | 79. d |
| 14. a | 47. a | 80. c |
| 15. b | 48. b | 81. c |
| 16. a | 49. a | 82. a |
| 17. a | 50. d | 83. b |
| 18. c | 51. a | 84. d |
| 19. a | 52. d | 85. a |
| 20. a | 53. a | 86. b |
| 21. a | 54. b | 87. d |
| 22. b | 55. a | 88. a |
| 23. a | 56. a | 89. b |
| 24. a | 57. b | 90. c |
| 25. b | 58. c | 91. a |
| 26. b | 59. a | 92. b |
| 27. a | 60. d | 93. d |
| 28. b | 61. a | 94. b |
| 29. a | 62. a | 95. c |
| 30. b | 63. a | 96. d |
| 31. c | 64. c | 97. d |
| 32. a | 65. a | |
| 33. a | 66. d | |

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