

[This question paper contains 2 printed pages.]

**Your Roll No.....**

**आपका अनुक्रमांक.....**

**Sr. No. of Question Paper : 1668**

**I**

Unique Paper Code : 6292102301

Name of the Paper : Graphic Design: Technology  
and Software

Name of the Course : **B.A. (Hons.) Multi-Media  
and Mass Communication**

Semester : III

Duration : 2 Hours

Maximum Marks : 60

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any four questions.
3. All questions carry equal marks i.e. **15 marks** each.

P.T.O.

1. What is the difference between raster and vector graphics? Explain when to use each. Provide a suitable example.
2. What are Lasso Tools? Explain the use of each Lasso tool available in Adobe Photoshop.
3. What is Adobe After Effects, and what are its uses in today's multimedia industry? How can you export a video from After Effects? Explain the process.
4. Analyze how motion graphics can enhance communication in advertising and digital media. Provide examples of the effectiveness of motion graphics in popular campaigns.
5. What skills are essential for a successful graphic designer and motion graphics designer? Explain how these skills contribute to the final product.
6. Write short notes on any two of the following:
  - I. Photo Montage
  - II. Graphic Design Portfolio
  - III. Adobe Illustrator
  - IV. Digital resources for graphic design