Community: UI/UX & GRAPHIC DESIGN

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Exam Duration: 1.5 hrs

Exam Type: MCQ

Total no. of Questions: 20

INSTRUCTIONS to be followed:

➢ Read each question carefully before selecting your answer.

➢ Choose the best suitable answer from the options provided.

➢ Each question is compulsory to answer.

_____

1. Photoshop files are usually saved as _____ files.

(a) JPG

(b) PDF

(c) PNG

(d) PSD

2. Working with _____ allows you to create independent pieces of paper that can be edited independently and later added to.

(a) Layers

(b) Smart Objects

(c) Slice Tool

(d) Shape

3. In photoshop, _____ tool is used to darken pixels in an image.

(a) Patch Blur

(b) Burn

(c) Dodge

(d) Screen

4. _____ is the process of organizing & composing words and images to create a message.

    (a) Optical Illusion

    (b) Expression

    (c) Illusion

    (d) Graphic Design

5. _____ is a closed 2-dimension area.

    (a) Value

    (b) Shape

    (c) Space

    (d) Shade

6. What is the full-form of CMYK?

    (a) Cream Magenta Yellow Kole

    (b) Cyan Magenta Yellow Brown

    (c) Cyan Magenta Yellow Blue

    (d) Cyan Magenta Yellow Black

7. A false belief about something you see is called?

    (a) Closure

    (b) Value

    (c) Illusion

    (d) Line

8. _____ is a representation or a name in particular typeface.

    (a) Shape

    (b) Logotype

    (c) None

    (d) Line

9. The relative lightness or darkness of color is called?

    (a) Value

    (b) Balance

    (c) Space

    (d) Variety

10. Pictures that stand for words or ideas are?

   (a) Pictographs

   (b) Neutrals

   (c) Proportions

   (d) Form

11. _____ is the equalization of visual forces in a work of art.

   (a) Line

   (b) Balance

   (c) Form

   (d) Shape

12. What is the place called where we drag all the video footage?

   (a) Timeline

   (b) Transactions

   (c) Window

   (d) Library

13. Editing is just the process of cutting out bad parts of video?

   (a) True

   (b) False

14. What is at the center of the video production?

   (a) Scripting

   (b) Filming

   (c) Editing

   (d) Storyboarding

15. What is an effect that you place between two slides, pictures or video clips?

   (a) Animation

   (b) Transition

   (c) Scale

   (d) Pan

16. _____ is a spectral name or family of a color. (Example: Yellow-Green, Red-Violet & Violet)

   (a) Value

(b) Shade

(c) Hue

(d) Dodge

17. Orange, Green and Violet are?

(a) Primary colors

(b) Tertiary colors

(c) Arbitrary colors

(d) Secondary colors

18. In typography alignment, elements should be placed on the page randomly?

(a) True

(b) False

19. What is the maximum number of different type-cases one should use in a design?

(a) 1

(b) 2

(c) 3

(d) 4

20. What is a good point size to read text?

(a) 12pts

(b) 30pts

(c) 16pts

(d) 42pts

Q. Which role are you applying for? Tick that part:

Non-Technical Area-

Business and Management:

Business Analyst: Analyzes business needs and processes to identify areas for improvement and implement solutions.

Marketing Manager: Develops and executes marketing strategies to promote products or services.

Project Manager: Plans, organizes, and leads teams to complete projects within budget and on time.

Human Resources Manager: Oversees all aspects of human resources, including recruitment, training, and employee relations.

Product Manager: Defines the vision, roadmap, and features of a product, ensuring it meets customer needs.

Creative and Design:

Graphic Designer: Creates visual content such as logos, illustrations, and layouts for print and digital media.

UX/UI Designer: Designs user interfaces and experiences for websites, apps, and other software.

Content Writer: Creates engaging content for websites, blogs, social media, and marketing materials.

Digital Marketing Specialist: Plans and executes online marketing campaigns to reach target audiences and achieve business goals.

Social Media Manager: Develops and manages a company's social media presence.

Communication and Media:

Public Relations Specialist: Manages a company's public image and builds relationships with the media.

Journalist: Researches, writes, and reports news stories for newspapers, websites, or other media outlets.

Copywriter: Creates persuasive and engaging written content for marketing materials, advertising campaigns, and websites.

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Next Step is the Interview Round. Only for the shortlisted Students.

Thank You so much for your time and efforts!

"GDSC Echelon"

Best of luck to everyone!

Undersigned:

Sahil Ali (GDSC LEAD)

Nikita Bounthiyal (DESIGN LEAD)