



University of the Visual & Performing Arts
Bachelor of Visual Arts (Honours) Degree 2nd Year Repeat Examination 2018/2019
Faculty of Visual Arts
Multimedia Applications for Visual Arts - VAIT 23012 (R)
Practical Paper

Question No.	Part A	Part B	Part C	Total
Marks	First Examiner			
	Second Examiner			

Index No:

- ★ This paper contains Part A, Part B and part C.
- ★ Answer all questions and save the files in a separate folder created using your Index No: (Ex.VA-16-001).

Duration: 02 hours

Part A

Photoshop

1. Design the following poster using given instructions (required images have been stored in the desktop) *(It is expected to design the label as shown below)*



- a. Create a new file in Photoshop with the following image attributes
- File name **Healthy Foods**
 - Width: 6 inches
 - Height: 9 inches
 - Resolution: 72 Pixel/inch
- {Marks 06}*
- b. Place the **Vegi.jpg** image into the above new file and change the size by adjusting the image to match with the above file
- {Marks 05}*
- c. Rasterize the above layer for editing purpose.
- {Marks 05}*
- d. Apply gradient Colours to get the output of poster shown in the projector screen. (Hint: use the Marquee tool to select the area and then apply gradient color)
- {Marks 05}*
- e. Open the **fruit .jpg** image as a separate file and select the required part (**fruits**) of the opened **image** using a suitable tool.
- {Marks 05}*
- f. Copy and paste the selected part to the **Healthy Foods** file and change the size and rotate it to match the given image of poster.
- {Marks 05}*
- g. Insert and modify shapes to match the given image of poster by using suitable tools. (**Hint:** use the shape & pen tools)
- {Marks 15}*
- h. Insert and modify relevant text according to the instructions given below (**Hint:** Font family: Charlemagne Std, Chaparral Pro)

Poster		
Text	Font family	Font size
HEALTHY FOOD	Stencil Std	26
Family Pack Regular Pack Premium Pack	Broadway	14
25 % OFF	Times New Roman	29
More info	Edwardian Script ITC	19
0114587924	Broadway	14

{Marks 10}

- i. Save the file as **Foods Poster.psd** and **Foods Poster.jpg** in the separate folder created using your index number

{Marks 04}

Part B

Illustrator

2. Design a **Book Mark for Art Exhibition**. Your design should follow the given instructions and information.

Required information

Exhibition Name – Sri Lankan Bathik Art
Place – Visual Art Faculty, Horton Place, Colombo 7
Dates – 8th to 10th August 2022
Opening Time – 9.00 AM to 5.00 PM
Email – Textile@Vpa.ac.lk.com
Website URL – www.Textile Department.ac.lk
QR code – (QR code image is given with the resources)

- a. Create a new file, **Book Mark** in Illustrator with the following attributes

Profile:	[Custom]
Number of Art boards:	1
Size: Width	2 inch
Height	6 inch
Advanced Color Mode:	CMYK

{Marks 04}

- b. Add the suitable objects using the given images to design the Book Mark

{Marks 06}

- c. Make sure to maintain the relevance to the theme and creativity of the Book Mark

{Marks 10}

- d. Add the required texts (Date, Place, info etc.).

{Marks 08}

Part C

- a. List down the colors used in **CMYK** color mode?

- b. Briefly explain what is **pixel** in an image?

- c. What is the difference between **.jpeg and .png file formats?**

{Marks 04 x 03}

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17.06.2022