



University of the Visual & Performing Arts
Bachelor of Visual Arts (Honours) Degree 2nd Year Examination 2018/2019
Faculty of Visual Arts
Multimedia Applications for Visual Arts - VAIT 23012/ VAIT 23012 R
Practical Paper 02

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-18-001).

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 **Air Travel Poster**
 - Width: 8 inches
 - Height: 10 inches
 - Resolution: 72 Pixel/inch
- {Marks 06}
- b. Place the **Airplane.jpg** image into the above new file and change the size of the image to match with the above file
- {Marks 02}
- c. Insert and modify shapes to match the given image of poster by using suitable tools. (**Hint:** use the shape & pen tools)
- {Marks 15}
- d. Rasterize the above layers for editing purpose.
- {Marks 06}
- e. Open the **Economy class .jpg** image as a separate file and select the required part (**shown in the poster**) of the opened **image** using a suitable tool.
- {Marks 05}
- f. Copy and paste the selected part to the **Air Travel Poster** file and change the size to match the given image of poster.
- {Marks 03}
- g. Open the **Luxury class.jpg** image as a separate file and select the **required** part (**shown in the poster**) of the opened **image** using a suitable tool.
- {Marks 05}
- h. Copy and paste the selected part to the **Air Travel Poster** file and change the size to match the given image of poster.
- {Marks 03}
- i. Insert and modify relevant text according to the instructions given below (**Hint:** Font family: Charlemagne Std, Chaparral Pro)

Poster		
Text	Font family	Font size
BEST	Rockwell Extra Bold	36
For Your		18
Journey		
Best Price	Segoe UI	21
Just 500\$	Rockwell Extra Bold	36
2 for 1	Rockwell Extra Bold	30
3 for 2		
Economy		18
Premium		18
Our Contact	Times New Roman	30
111222333 www.abc.com abc@gmai.com	Calibri	25

{Marks 11}

- j. Save the file as **Air Travel Poster.psd** and **Air Travel Poster.jpg** in the separate folder created using your index number

{Marks 04}

Part B

Illustrator

2. Design a **Letter Heading for Sri Lankan Batik Company**. Your design should follow the given instructions and information.

Required information

Company Name	– SL Batik
Address	– 125, ABC road, Colombo 7
Company Reg No	– SL14589
Hot Line	– 2256
Email	– slbathik@abc.com
Website URL	– www.slbathic.lk
QR code	– (QR code image is given with the resources)

- a. Create a new file, **Letter Heading** in Illustrator with the following attributes

Profile:	[Custom]
Number of Art boards:	1
Size: Width:	A4 paper
Height:	free size
Advanced	
Color Mode:	CMYK

- b. Add the suitable and required objects using the given images or download images from the internet to design the letter heading. {Marks 02}
- c. Make sure to maintain the relevance to the theme and creativity of the letter heading {Marks 06}
- d. Add the required texts (Company Name, Place, info etc.). {Marks 10}
- e. Save the file as **Letter Heading.ai** and **Letter Heading.pdf** in the folder that you have already created using your index number. {Marks 08}
- {Marks 02}

Part C

Answer all questions given bellow.

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

b. Briefly describe the usage of .SVG file format?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

c. Identify main two differences between Adobe Photoshop and Adobe Illustrator applications?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Marks 04 x 03)

.....

07.09.2022