

Please write your Exam Roll No.)

01314202928

Exam Roll No.

END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] DECEMBER 2023 - JANUARY 2024

Paper Code: BA(JMC)-105

Time: 3 Hours

Subject: Basics of Design and Graphics

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write short note on any four of the following:- (3x4=12)
- (a) Broadsheet & Tabloid
 - (b) Colour wheel
 - (c) Typography
 - (d) Package design
 - (e) Desktop Publishing
- Q2 "Colour is an important tool of Communication" Discuss. Explain the psychology of colour with its implication. (12)
- OR
- What are the main elements of design? Describe each in detail.
- Q3 What is layout? Discuss the basic principles of creating a layout for a broadsheet newspaper. (12)
- OR
- How is the designing for a magazine different from designing of the book? Discuss in detail.
- Q4 Discuss any two of the following:- (6x2=12)
- (a) Brochure Designing
 - (b) WYSIWYG
 - (c) Desktop publishing (DTP)
- Q5 Discuss the difference between offset and letter press printing press in detail. (12)
- OR
- What do you understand by offset printing? Explain the process in detail.

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