

END TERM EXAMINATION

FIRST SEMESTER (BA(JMC)) DECEMBER-2024

Paper Code: BA(JMC)IDC-105

Subject: Design and Graphics

Time: 3 Hours

Maximum Marks: 60

Note: Attempt any five questions as directed including Q.no.1 which is compulsory. Internal choice is indicated.

Q1 Attempt **any Four** of the following questions: (4x5=20)

- (a) Typography
- (b) Tabloid
- (c) Colour Scheme
- (d) Colour Psychology
- (e) Logo
- (f) Offset Printing
- (g) Brochure
- (h) Desktop Publishing

Q2 Explain the different elements of design. Elaborate their importance in the field of design with examples. (10)

OR

Q3 What are the different principles of design? How do they complement the different elements of design? Explain with examples. (10)

Q4 Explain the relevance of layouts and how a layout design is approached? What are the steps to ensure an effective layout design for communication? Explain with examples. (10)

OR

Q5 Explain the different kinds of layout formats and their relevance in conveying information through design. Why are different formats crucial for design and communication? (10)

Q6 Explain in detail the different ways through which visuals can be edited. What kind of ethical principles are to be kept in mind while editing? (10)

OR

Q7 What is the relevance of colour combination in designing visuals? How does it help in visual communication? (10)

Q8 Explain the relevance of offset printing in the case of publishing and advertising. How is it different from other forms of printing? Explain with examples. (10)

OR

Q9 Explain the different kinds of contemporary printing methods. What is the relevance of digital printing in design? Explain with examples. (10)

P-1/1