

(Please write your Exam Roll No.)

Exam Roll No. ....

## END TERM EXAMINATION

FIRST SEMESTER [BJMC] DEC - 2011

Paper Code: BJMC-107

Subject: Basics of Design and Graphics  
(Batch 2009 Onwards)

Time : 3 Hours

Maximum Marks :75

**Note: Attempt five questions in all. Q.No.1 is compulsory.**

- Q1. Write short notes on any three. (3X5=15)
- Graphics
  - Readability vs Legibility
  - White Space
  - Typography
  - DTP
  - Analogous colour scheme
- Q2. What are the elements of design? Discuss the principles of design with examples? (15)
- Q3. Why do we need layout for designing? Describe the stages of layout with their significance? (5+10)
- Q4. "Colour is an important tool of communication" Discuss. Explain the psychology of colour with its implications? (15)
- Q5. Explain the anatomy of a book? Also mention the principles to be used in designing a book? (10+5)
- Q6. What are the functions of visual in Print Media? Explain the physical forms of images used on a printed page? (5+10)
- Q7. List all the major printing processes. Describe the offset printing process in detail? (15)
- Q8. Elaborate various surface & physical characteristics of paper. Also explain the binding methods used in multi-page publications? (7.5+7.5)

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# END TERM EXAMINATION

FIRST SEMESTER [BJMC] DECEMBER-2011

Paper Code: BJMC109

Subject: Design & Graphics

(Batch: 2007-09)

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions. Q.no.1 is compulsory.

Q1 Write short notes on **any six** of the following:- (2.5x6=15)

- (a) Print line
- (b) Proof Reading
- (c) Wrong font
- (d) Manuscript
- (e) Centre Spread
- (f) Binding
- (g) Typography
- (h) Double spread
- (i) Plate making

Q2 "Design and Graphics are very important in Printing Technology profession." Justify this statement in reference to newspaper and magazine. (15)

OR

What are basic elements of graphics and how it is important in designing and printing?

Q3 In which printing process, print and non print areas are at the same level and how the entire printing process takes place in this method? (15)

OR

Define and differentiate offset and Rotary Gravure Printing processes.

OR

What kinds of paper in various sizes are available in the market? How will you estimate required quantity for a 4 (four) colour job keeping in mind wastages? Name any three companies who are in paper industry.

Q4 Differentiate layout and designing of Newspaper and Magazine. (15)

OR

How colour attracts readers with special reference to a magazine? How will you plan visual and colour scheme for a magazine?

Q5 What do you mean by multimedia? Describe various characteristics of multimedia. (15)

OR

Describe advantages and disadvantages of Manual and Computerised composing. How computer has made printing process easier?