

END TERM EXAMINATION

FIRST SEMESTER [BJMC] DEC.2014- JAN.2015

Paper Code: BJMC-107

Subject: Basics of Design & Graphics

Time: 3 Hours

Maximum Marks: 75

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

- Q1 (a) What are WYSIWYG and GUI? (3)
(b) Explain the difference between Serif and Sans Serif. (3)
(c) Explain guidelines for good design. (3)
(d) Explain color theory in detail. (3)
(e) What do you understand by- (3)
(i) Billboard
(ii) Hoarding
(iii) Banner
- Q2 How are Elements of design different from the Principles of design?(15)
OR
Elaborate on different stages of design. (15)
- Q3 In context to layout and design write short note on – (5x3=15)
(a) Mugshot,
(b) Folio,
(c) Jumphead,
(d) Byline
(e) Teaser
OR
Write in detail about different page layouts. (15)
- Q4 Execute the following tasks with reference to a DTP package of your choice- (3x5=15)
(a) Create and design a poster on any social issue
(b) Elements including the type, color, size, text (if any) and graphic specification.
(c) Write the steps for whole creation process.
OR
Explain the applications of Visualization in the design process. (15)
- Q5 A newspaper classified sales clerk, notes down this advertisement over the phone:
Laptop for sale, Intel Pentium M 760 Processor 2.0 GHz, 512MB memory, 80GB hard disk. Rs. 10,000. Excellent condition. Phone Co. Bhanu Pratap Singh 9313527854. Describe five different features of a DTP package you will use to improve this adert and why? (15)
OR
Write the advantages and disadvantages of using a DTP package to produce the newsletter rather than a word processing package. (15)