

(Please write your Exam Roll No.)

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New

END TERM EXAMINATION

FIRST SEMESTER [BJMC] NOVEMBER-DECEMBER 2018

Paper Code: BAJMC-105

Subject: Basics of Design & Graphics

Time: 3 Hours

Maximum Marks: 75

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

Q1 Write short notes on **any five** of the following:- (3x5=15)

- (a) Guide, Facing Pages, Gutter Space
- (b) Role of Various Design Software
- (c) Type Face, Type Body, Alignment
- (d) Raster Graphics, Vector Graphics, PICA
- (e) Book paper, Art Paper, Newsprint
- (f) Letter Press Printing

Q2 Explain every Principles of Design in detail with examples. (15)

OR

Elaborate each Elements of Design with examples.

Q3 Explain the difference between Image editing and Image manipulation. What is image masking? (15)

OR

'Colour plays an important role in design', Explain in detail with suitable examples/reasons/logics. Define different forms of colour?

Q4 Discuss **any two** of the following in detail: (7.5x2=15)

- (a) Offset Printing
- (b) Web Designing & Web Browser
- (c) Desktop Publishing

Q5 Define Signography, Calligraphy & Typography. Explain how Typography plays an important role in Design? Also mention the different family variations of type. (15)

OR

What is Logo? Explain what all needs to keep in mind while designing an effective Logo? Analyse any two existing logos of your choice.

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