

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIRST SEMESTER [BJ(MC)] NOVEMBER-DECEMBER-2018

Paper Code: BJ(MC)-107

Subject: Basics of Design and Graphics

Time : 3 Hours

OLD COURSE

Maximum Marks :75

Note: Attempt any five questions.

- Q1 Write short notes on **(any three)** of the following: (5x3=15)
(a) Principle of Contrast in Design
(b) Illustrations
(c) Serif and Sans Serif
(d) Brochure
- Q2 Colour plays a pivotal role in the way the design is perceived by the viewer. Discuss. Describe the significance of various colours used in print advertisements. (15)
- Q3 Write notes on the following: (7.5x2=15)
(a) Magazine Layout
(b) Logo Design
- Q4 What is Layout? Describe various types of layouts with suitable examples. (15)
- Q5 Write notes on the following: (7.5x2=15)
(a) Role of paper coating in paper quality
(b) Role of Images in Posters
- Q6 Discuss the relevance of visuals in design with the help of suitable examples. (15)
- Q7 Write notes on the following: (7.5x2=15)
(a) Offset Lithography
(b) Silk screen printing

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