

(Please write your Exam Roll No.)

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END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] NOVEMBER-DECEMBER 2017

Paper Code: BA(JMC)-105

Subject: Basics of Design and 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) Desktop Publishing.
 - b) Digital Printing
 - c) Aesthetics
 - d) Typography
 - e) Package Design
 - f) Role of Software in designing

- Q2 What are the main elements of design? Describe each in detail. (15)

OR

What is meant by the term 'colour scheme'? Discuss the impact of various colours on human psyche.

- Q3 What is layout? Discuss the basic principles of creating a layout for a broadsheet newspaper. (15)

OR

How is the designing for a magazine different from designing of a book? Discuss in detail under points.

- Q4 Discuss **any two** of the following in detail: (7.5x2=15)
- a) Brochure Designing.
 - b) Logo and Colour.
 - c) Poster Layout.

- Q5 Discuss the difference between letter press and offset printing press in detail. (15)

OR

What is printing? Discuss its evolution over the years.

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