

(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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