(Please write your Exam Roll No.)   Exam Roll No. ....

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 ion 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)

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