

(Please write your Exam Roll No.)

Exam Roll No. 0222

END TERM EXAMINATION

FIRST SEMESTER [BJMC] DECEMBER - 2012

Paper Code: BJMC 107

Subject: Basics of Design & Graphics

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions.

Q 1. What are the principals of Designs? Give appropriate examples and describe the elements of it too. (15)

Q 2. What offset printing and how it works? Describe the process of offset printing. (15)

Q 3. Describe in detail the principals of designing, especially for a book. (15)

Q 4. What is colour combination? How it is important in terms of communication? (15)

Q 5. What are the importance of photos and graphics in Print Media? Is it possible to print a newspaper without photos and graphics? (15)

Q 6. What is layout? Which software are used to prepare a layout for a news paper and a magazine or book?

Q 7. What is DTP? What are its components? How it works? (5+5+5) = 15

Q 8. Write short notes on any three (3X5)= 15

- a. Typography
- b. Colour scheme
- c. Poster design
- d. Letter press
- e. Broadsheet
- f. tabloid