

(Please write your Exam Roll No.)

Exam Roll No. 137

# END TERM EXAMINATION

FIRST SEMESTER [BJ(MC)] DECEMBER 2013

Paper Code: BJMC107

Subject: Basics of Design & Graphics

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1 (a) Mention the common and prevailing sizes of publications. At least 4 sizes must be mentioned. (8)
- OR
- (b) What is broad size of 'A' series and 'B' series? (i) 'BO' series (ii) 'AO' series
- Q2 (b) Explain (i) Cropping of a photograph (ii) proportional decrease/increase of size of photograph to fit in a layout. scaling (7)
- Q2 What offset printing and how it works? Describe the process of offset printing. (15)
- Q3 (a) Attempt **any five** questions of the following:- (2x5=10)
- (i) What is D.T.P. (Desk Top Publishing) and equipment required?
  - (ii) What is design briefing?
  - (iii) What are rough designs (concepts)? Draw illustrations to explain.
  - (iv) Mention stages of the Design Process.
  - (v) What are points in regard to typography?
  - (vi) What is Sarified and Sans Serif type face (font)?
  - (vii) What is marking up copy (manuscript) and proof corrections?
- (b) What is difference between Graphic Arts and Graphic Design? (5)
- Q4 Describe in detail the principles of designing, especially for a book. (15)
- Q5 (a) Mention types of Binding a publication. Give brief of each method. (8)
- OR
- Mention the Printer's scale.
- (i) Points (ii) Em Pica (iii) Em (iv) 1 inch=? Em pica (v) 1 Em pica=? Points
  - (vi) 1 inch=? Points
  - (vii) Marking a type matter for composing (to indicate face size and body size)
- (b) What are the 3 main Printing Methods? Their principles and techniques behind separating printing and non-printing area. (7)
- Q6 What is colour combination? How it is important in terms of communication? (15)
- Q7 Attempt **any fifteen** questions of the following:- (1x15=15)
- (a) What is full form of CMYK ?
  - (b) do RGB?
  - (c) do VIBGYOR?
  - (d) What are additive colours?
  - (e) What is Appendix?
  - (f) What is 'Spine' of a publication?
  - (g) What is DPI?
  - (h) What is Bibliography?
  - (i) What is Bleed?
  - (j) What is Book Jacket?
  - (k) What is Calligraphy?
  - (l) What is Collate?
  - (m) What is Drop Shadow?
  - (n) What is Foreward?
  - (o) What is GSM?
  - (p) What is Manuscript?
  - (q) What are the software for graphic designing?
  - (r) What is Upper case?
  - (s) Line space?
  - (t) Tint?

\*\*\*\*\*