

# END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] DECEMBER 2019

Paper Code: BA(JMC)-105

Subject: Basic of Design & Graphics

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write notes on **any three** of the following: (3x5=15)
- (a) Colour scheme and production
  - (b) Brochure design
  - (c) Dummy
  - (d) Art Paper, Book Paper
- Q2. What is Design? Discuss various elements of design with example. (15)
- OR**
- Briefly explain the history of typography? Explain the physical characteristics of typography?
- Q3. Explain the components and type of advertising layout with example. (15)
- OR**
- What are the different elements of layout in a newspaper? Draw a dummy of Front Page of a newspaper and label the parts.
- Q4. How can we use visual as a language? Elaborate the categories of visuals. (15)
- OR**
- What is Poster? Explain steps involve in designing an effective Poster?
- Q5. Discuss any two of the following in details. (7.5x2=15)
- (a) Logo design
  - (b) Editing and ethics
  - (c) Desktop Publishing
- OR**
- Draw & elaborate the different colour schemes in details.

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