

(Please write your Exam Roll No.)

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END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] JANUARY-FEBRUARY 2023

Paper Code: BA (JMC) 105

Subject:-Basics of Design & 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) Grids, Guides, Margins
- (b) Type Face, Type Body, Leading
- (c) Vector Graphics, Raster Graphics, Native File Format
- (d) Monochrome, Primary Colours, Secondary Colours
- (e) Blanket Roller, CTP, WYSIWYG
- (f) Alignments, Control Panel, Master Page

Q2. Define DTP in detail with suitable examples. What all software require for DTP? Also mention what are the functions of the required software. (15)

OR

What is Layout? Explain the difference stages of layout. What is the difference between Newspaper & Tabloid?

Q3. Explain Design Principles in details with examples. Give your opinion on how does these principles help in enhancing the design. (15)

OR

What are the Design Elements? Is it possible to create designs without using 'Define Elements'? Give your point of view with appropriate reasons/examples.

Q4. Explain **any two** of the following in detail: (7.5x2=15)

- (a) Things to keep in mind while creating a Logo.
- (b) Things to keep in mind while designing a Poster.
- (c) Pre-Press process

Q5. Explain the role & importance of Paper in Print Industry. Define the various types & finishing of Paper. (15)

OR

What do you understand by offset printing? Explain the process in detail.

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