

# END TERM EXAMINATION

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

<b>Paper Code: BA (JMC) 105</b>	<b>Subject:-Basics of Design &amp; Graphics</b>
<b>Time: 3 Hours</b>	<b>Maximum Marks: 75</b>
<b>Note: Attempt all questions as directed. Internal choice is indicated.</b>	

- 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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