

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

GRAPHIC DESIGN AND PRODUCTION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What refers to two or more characters joined as a single unit?
(i) Aperture (ii) Bowl
(iii) Ligature (iv) Baseline
- 2 What refers to the removal of unwanted outer areas from a photographic or illustrated image?
(i) Cropping (ii) Enlargements
(iii) Balance (iv) Kerning
- 3 What does GIF stands for?
(i) Graphics Interchange Format (ii) Graphics Interactive Format
(iii) Graphics Interchange Form (iv) Graphics Interactive Form
- 4 Which is a roll-feed web printing process?
(i) Flexography printing (ii) Lithography printing
(iii) Relief printing (iv) Screen printing
- 5 Which is not the principles of design?
(i) Balance (ii) Contrast
(iii) Repetition (iv) Option

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss about the history of printing in India.
OR
b Illustrate the type classification.
- 7 a Explain type composition.
OR
b Illustrate on layout planning.
- 8 a Explain digital proofing.
OR
b Discuss about the types of printers.
- 9 a Discuss the benefits of flatbed printing.
OR
b Explain primary and secondary colours.
- 10 a Illustrate the importance of packaging.
OR
b Discuss the role of shapes in graphic design.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elucidate the packaging industry in India.
OR
b Assess the role of new technological development in printing process.
- 12 a Analyze the importance of Desktop publishing.
OR
b Categorize the different types of layout with examples.
- 13 a Analyze the different file formats used for designing.
OR
b Elucidate on digital press, pre-press creation and input.
- 14 a Analyze the merits and demerits of offset printing.
OR
b Elucidate gravure printing process.
- 15 a Elucidate the economics of printing.
OR
b Classify the structure of printing press organization.

Z-Z-Z

END