

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2024  
(First Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

**GRAPHIC DESIGN AND PRODUCTION**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Who is credited with inventing the printing press with movable type around 1440?  
a) Johannes Kepler                                      b) Leonardo da Vinci  
c) Johannes Gutenberg                                      d) Isaac Newton
- 2 Which of the following is NOT a key element of design composition?  
a) Line                      b) Color                      c) Texture                      d) Sound
- 3 What is the principle of design that involves creating a sense of stability and equilibrium in a composition?  
a) Contrast                      b) Emphasis                      c) Balance                      d) Repetition
- 4 Which type of printer uses heat to transfer ink or toner onto paper and is commonly found in offices?  
a) Offset printer                                      b) Digital printer  
c) Laser printer                                      d) Flexographic printer
- 5 What is the primary advantage of a digital press over traditional offset printing?  
a) Lower initial cost                                      b) Higher print quality  
c) Faster turnaround time                                      d) Larger print runs
- 6 Which file format is suitable for storing high-quality images with transparent backgrounds and support for layers?  
a) JPEG                      b) PNG                      c) GIF                      d) BMP
- 7 In a typical printing press, what department is responsible for preparing the layout and design of printed materials?  
a) Prepress                                      b) Pressroom  
c) Post-press                                      d) Sales
- 8 Which term refers to the cost incurred by a printing company to set up a job and prepare it for printing?  
a) Variable cost                                      b) Fixed cost  
c) Setup cost                                      d) Labor cost
- 9 Which design element refers to the arrangement and organization of visual elements in a design?  
a) Texture                      b) Balance                      c) Proportion                      d) Composition
- 10 What is the primary component of ink used in offset printing?  
a) Water                      b) Oil                      c) Solvent                      d) Pigment

Cont...

**SECTION-B (35Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks (5 x 7 = 35)

- 11.a. Explain the concept of typeface in typography. How does it differ from the body of type?

(OR)

- 11.b. Explore the advancements in 3D printing technology and its applications. How has it impacted various industries beyond traditional printing?

- 12.a. Explain the importance of design and layout in visual communication.

(OR)

- 12.b. Differentiate between hot and cold typesetting methods. What are the advantages and disadvantages of each method in the context of type composition?

- 13.a. Illustrate a newspaper front page layout.

(OR)

- 13.b. Compare Digital trapping and imposition.

- 14.a. Explain offset litho process.

(OR)

- 14.b. Compare and contrast different types of printing ink.

- 15.a. What is logo? Explain the significance of a logo in packaging design with example.

(OR)

- 15.b. Outline the key packaging laws and regulations that govern the labeling and safety of consumer products. How do these regulations impact packaging design and content?

**SECTION-C (30 Marks)**

Answer **ANY THREE** questions

**ALL** questions carry **EQUAL** Marks (3 x 10 = 30)

16. Explain Principles and elements of design.

17. Classify the different types of layouts with example.

18. Explain the process of assembling various elements in page layout design. Discuss the principles of effective page composition and layout, with examples of successful designs.

19. Define primary and secondary colors in the context of color theory and printing.

20. Describe your experience during a field visit to a printing unit outside your college premises. What did you learn about the printing process, equipment, and workflow during the visit?

Z-Z-Z

END