# PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

# MA DEGREE EXAMINATION DECEMBER 2023

(First Semester)

## Branch - JOURNALISM AND MASS COMMUNICATION

## GRAPHIC DESIGN AND PRODUCTION

Time: Three Hours

Maximum: 75 Marks

## SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

 $(10 \times 1 = 10)$ 

Module	Question	Question	K	СО
No.	No.		Level	
1	1	What material was commonly used for printing in East Asia before the invention of the printing press with movable type?  a) Papyrus b) Clay tablets c) Woodblocks d) Animal skins	K1	CO1
	2	What is the purpose of the "golden ratio" in design composition?  a) To create a sense of chaos and randomness	К2	CO3
		b) To achieve perfect symmetry c) To establish a visually pleasing and balanced proportion d) To use a specific color scheme		
2	3	Which type of alignment places text or objects at irregular intervals, creating a dynamic and informal composition?  a) Left alignment b) Right alignment c) Center alignment d) Ragged alignment	K1	CO1
	4	What type of printer is commonly used for printing labels, packaging materials, and newspapers?  a) Inkjet printer b) Offset printer c) Flexographic printer d) Digital printer	K2	CO2
3	5	In printing, what does CTP stand for?  a) Continuous Tonal Printing b) Color Transition Process c) Computer-to-Press d) Computer-to-Plate	K1	CO1
	6	Which color mode is used for full-color printing in magazines and brochures?  a) RGB  b) CMYK  c) Grayscale  d) Duotone	K2	CO2
4	7	Which post-production process involves cutting printed sheets into specific shapes using a cutting die?  a) Lamination b) Sheet cutting c) Die cutting d) Hard platen	K1	CO1
	8	Which type of gluing process is suitable for lightweight printed materials?  a) Normal gluing b) Heavy-duty gluing c) Online gluing d) Manual gluing	K2	CO2
5	9	What is the primary purpose of a logo in packaging design?  a) To convey information about the product's ingredients b) To provide a visual focal point on the package c) To list nutritional facts d) To display the expiration date	K1	CO1
	10	In packaging design, what is the psychological impact of using the color red?  a) Calming and soothing b) Trustworthy and reliable c) Energetic and attention-grabbing d) Depressing and gloomy	K2	CO3

#### SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	СО
1	11.a.	Describe the key milestones in the history of printing, leading up to the invention of the printing press by Johannes Gutenberg.	K4	
	(OR)			CO2
	11.b.	Discuss the importance of spacing in typography. What are the different types of spacing used in typesetting, and how do they affect the overall design?	K4	
2	12.a.	What are the types of layout? Explain two.	K3	
		(OR)		E BY
	12.b.	Discuss the fundamental principles of good typography. How do these principles contribute to effective communication in design?	K4	CO3
3	13.a.	Explain the process of relief printing process.	K3	
	(OR)			
	13.b.	What is desktop publishing (DTP), and how does it differ from traditional typesetting and layout methods? Discuss the key features and benefits of DTP software.	K2	CO2
4	14.a.	Explain the importance of composition.	K4	CO3
		(OR)		
	14.b.	Explain packaging laws and regulation.	K4	
5	15.a.	Discuss the concept of shape and proportion in packaging design.	K4	
	(OR)			
	15.b.	Identify and describe the essential design elements commonly used in packaging, such as typography, imagery, and color.		CO3
		How do these elements work together to convey a brand's message?	K4	

### SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EOUAL Marks  $(3 \times 10 = 30)$ 

Module No.	Question No.	Question	K Level	СО
1	16	Discuss New technological development in printing process.	K4	CO3
2	17	Describe the phototypesetting process in detail, from input to output. Discuss the advantages and limitations of phototypesetting in terms of flexibility, speed, and quality.	K5	CO5
3	18	Classify and describe the different types of printers commonly used in the printing industry, including their strengths and weaknesses.	K4	CO5
4	19	Explore the gravure printing process in detail, highlighting its advantages and limitations compared to other printing methods. How is gravure used in high-quality image reproduction?	K5	CO3
5	20	Describe the organizational structure of a typical printing press. What are the key departments and their responsibilities within a printing facility?	K5	COI