

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(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 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of these is not a basic typeface group? a) Serif b) Sans serif c) Bipolar d) Script	K2	CO3
	2	Typically, font size is measured in a) Centimetre (cm) b) Millimetre (mm) c) Points (pt) d) Unidirectional height (UniH)	K1	CO3
2	3	Phototypesetting a) Does not involve photography b) Has been made obsolete by digital typesetting c) Is associated with preset printing in the current era d) None of the above	K2	CO2
	4	A halftone block a) Carries intermediate tones b) Blocks halftones c) Uses a dot pattern to create an image d) All of the above	K1	CO4
3	5	Adobe InDesign is a) A page layout design software application b) The most popular image-editing application c) An opensource software d) All of the above	K1	CO3
	6	Which of these is not a popular printer type? a) Laser b) Inkjet c) Dot matrix d) Square matrix	K1	CO4
4	7	What is the primary characteristic of relief printing? a. The image is transferred from a flat surface b. The image is carved into a surface and only the raised areas are inked c. The image is printed using a rotating cylinder d. The image is created using a mesh screen	K2	CO2
	8	In offset lithography, what role does the intermediate blanket cylinder play? a. It directly applies ink to the substrate b. It transfers the image from the plate to the paper c. It holds the printing plates in place d. It dries the ink after printing	K2	CO4

Cont...

5	9	What does the weight of paper typically indicate? a. The thickness of the paper b. The texture of the paper b. The amount of ink it can hold d. The size of the paper sheet	K1	CO4
	10	What is a primary characteristic of newsprint paper? a. It is glossy and highly durable b. It is lightweight and relatively inexpensive c. It has a high brightness level d. It is not acid-free and has archival quality	K2	CO1

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Overview the history of printing.	K2	CO1
		(OR)		
	11.b.	Discuss font types with illustrations.		
2	12.a.	Discuss how desktop publishing has revolutionised printing.	K4	CO2
		(OR)		
	12.b.	Differentiate between hot and cold type composition.		
3	13.a.	Describe digital trapping and imposition.	K3	CO4
		(OR)		
	13.b.	List the popular types of printers and characterise them.		
4	14.a.	Explain the processes involved in screen printing.	K3	CO2
		(OR)		
	14.b.	Elaborate on colours and how they are managed in multicolour offset printing.		
5	15.a.	Outline printing press organisation and structure.	K4	CO1
		(OR)		
	15.b.	Comment on the economics of printing in contemporary times.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Outline the essentials for good typography.	K4	CO3
2	17	What makes a decent design? Discuss the principles of design and layout.	K4	CO3
3	18	Overview the tools, editing techniques and functions associated with popular image-editing software such as Adobe PhotoShop.	K4	CO5
4	19	Illustrate and explain how offset lithography works.	K4	CO4
5	20	Illustrate logo design, its functions and characteristics with examples.	K4	CO3

Z-Z-Z

END