PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2025
(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 the following is a primary classification of typefaces? a) Serif b) Raster c) Vector d) Bitmap	K1	CO3
	2	What does 'leading' refer to in typography? a) The space between individual letters b) The space between lines of text c) The thickness of the font d) The style of the typeface	K2	CO3
2	3	What is the primary purpose of using contrast in design? a) To create harmony among elements b) To highlight differences and draw attention c) To maintain consistency in colour d)To simplify the layout	K2	CO2
	4	In design, what is 'white space'? a) Space allocated for white objects b) The empty space around and between elements c) Text that is intentionally left blank d) Space within letters such as D and B	K1	CO4
3	5	Which feature in Adobe Photoshop is used to create selections of an image? a) The Brush tool b) The Type tool c) The Lasso tool d) The Pen tool	K1	CO3
	6	What colour mode is commonly used for print design in Adobe applications? a) RGB (Red, Green, Blue) b) CMYK (Cyan, Magenta, Yellow, Black) c) HSL (Hue, Saturation, Lightness) d) LAB (Lightness, A, B)	K2	CO3
4	7	Which of the following is a common application of flexography printing? a) Newspapers b) Packaging materials such as labels and bags c) High-quality photographic prints d) Business cards	K1	CO2
	8	Which type of lamination provides a glossy finish and is often used for promotional materials? a) Matte lamination b) Gloss lamination c) Extra silky lamination d) Textured lamination	K2	CO4
5	9	In logo design, what role does colour psychology play? a) It has no significant impact on branding b) Colours can evoke emotions and influence perceptions of a brand c) Only black and white logos are effective d) The choice of colour is purely a matter of personal preference	K2	CO4
	10	Which printing process is most commonly used for newspapers? a) Offset lithography b) Gravure printing c) Screen printing d) Digital printing	K1	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.	Discuss the latest technological developments in printing.	K2	CO1
		(OR)		
	11.b.	Write a short note on typography.		
2	12.a.	Explain block printing with illustrations and discuss its applications.	K4	CO2
		(OR)		
	12.b.	Discuss the contemporary use of desktop publishing.		
3	13.a.	Outline popular image types and file formats.	K3	CO4
		(OR)		
	13.b.	Identify popular graphic designing, image editing and page layout software and explain their specific applications.		
4	14.a.	Differentiate between relief and gravure printing techniques.	K3	CO2
		(OR)		
	14.b.	Briefly overview the post-print production processes.		
5	15.a.	Discuss the impact of home printers and digital devices on the printing industry.	K4	CO1
		(OR)		
	15.b.	Comment on the packaging laws and regulations.		

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	Discuss the different types of typefaces.	K4	CO3
2	17	Elaborate on design elements and principles.	K4	CO3
3	18	Discuss the types of printers and their applications.	K4	CO5
4	19	Elaborate on the offset litho printing process with illustrations.	K4	CO4
5	20	Discuss the types of paper and ink, explaining their specific applications.	K4	CO4

Z-Z-Z   END