

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2025
(First Semester)

Branch – JOURNALISM & 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	Times New Roman is a classic a. Serif font b. Sans-serif font c. Both (a) and (b) d. Neither (a) nor (b)	K1	CO3
	2	Zero Ink (ZINK) printing technology uses a. Traditional ink cartridges b. Ribbons c. Toner d. None of the above	K2	CO4
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	K1	CO4
	4	Which principle is achieved when design elements are arranged so that the composition appears equally weighted on both the left and right sides of a central axis, often creating a sense of stability and formality? a. Rhythm b. Balance c. Hierarchy d. Emphasis	K2	CO3
3	5	Adobe Photoshop is a. A page layout design software application b. The most popular image-editing application c. An open-source software d. All of the above	K2	CO3
	6	Which of these is <i>not</i> a popular printer type? a. Laser b. Inkjet c. Dot matrix d. Square matrix	K1	CO1
4	7	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	K1	CO4
	8	Which colour model is the universal standard for professional printing? a. HSV (Hue, Saturation, Value) b. Pantone (PMS) c. CMYK d. RGB	K2	CO5
5	9	What does the weight of paper typically indicate? a. The thickness of the paper b. The texture of the paper c. The amount of ink it can hold d. The size of the paper sheet	K1	CO4
	10	What is a primary characteristic of the newsprint? a. It is glossy and highly durable b. It is lightweight and relatively inexpensive c. It has a high brightness level d. It is acid-free and has archival quality	K2	CO4

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Overview the printing and packaging industry in India. (OR)	K1	CO5
	11.b.	Discuss font types with illustrations.		
2	12.a.	Overview layout planning and types. (OR)	K3	CO3
	12.b.	Discuss how desktop publishing has revolutionised printing.		
3	13.a.	Identify the popular file formats used in graphic design and discuss their applications. (OR)	K3	CO3
	13.b.	Overview the tools, editing techniques and functions associated with popular image-editing software such as Adobe PhotoShop.		
4	14.a.	Explain how relief printing works. (OR)	K5	CO2
	14.b.	Elaborate on colours and how they are managed in multicolour offset printing.		
5	15.a.	Outline printing press organisation and structure. (OR)	K5	CO1
	15.b.	Describe the types of printing papers and their specific applications.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Outline the essentials for good typography.	K2	CO3
2	17	What makes a decent design? Discuss the principles of design and layout.	K5	CO5
3	18	List the popular types of printers and characterise them.	K4	CO4
4	19	Compare and contrast the popular printing techniques and technologies.	K4	CO2
5	20	Comment on the economics of printing in contemporary times.	K6	CO1