

PSG COLLEGE OF ARTS & SCIENCES
(AUTONOMOUS)
MA DEGREE EXAMINATION MAY 2026
(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 terms best describes the fundamental process used in 3D printing technology? a. Additive manufacturing b. Injection moulding c. Thermoforming d. Multiplicative manufacturing	K1	CO2
	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	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	CO2
	4	What is the primary function of Visual Hierarchy in graphic design? a. To completely eliminate white space (negative space) from the layout b. To use only one color palette throughout the entire design c. To guide the viewer's eye through the content in a specific, intended order d. To ensure every design element is accorded equal importance	K2	CO3
3	5	Adobe InDesign 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 the following uses a photosensitive drum and toner to create high-quality printouts? a. Thermal printer b. Laser printer c. Inkjet printer d. 3D photo printer	K1	CO4
4	7	The primary characteristic of relief printing is 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	K1	CO2
	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 with archival quality	K2	CO4

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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.	Define the essentials for good typography.	K1	CO5
		(OR)		
	11.b.	Discuss the latest technological developments in printing.		
2	12.a.	Find the Difference between hot and cold type composition.	K2	CO3
		(OR)		
	12.b.	Summarize how desktop publishing has revolutionised printing?		
3	13.a.	Demonstrate how you will approach page layout?	K3	CO3
		(OR)		
	13.b.	Identify the tools, editing techniques and functions associated with popular image-editing software Adobe PhotoShop.		
4	14.a.	Select screen printing for printing a business card and explain the process involved.	K3	CO2
		(OR)		
	14.b.	'Colours and multicolour offset printing'-Identify the advantages of the process.		
5	15.a.	List your views on packaging design, its functions and characteristics.	K4	CO1
		(OR)		
	15.b.	Compare the categories of printing available in the printing available in the printing sector in the era of globalisation.		

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	List an overview about typography, its classification and elements, and discuss the importance of understanding typography to produce effective graphic designs.	K1	CO3
2	17	Illustrate what makes a decent design and Explain the principles of design and layout.	K2	CO5
3	18	List the popular types of printers and characterise them.	K4	CO4
4	19	Illustrate and explain how Offset Lithography works.	K3	CO2
5	20	Discover the functions of a packaging industry in a country like India where the scope for packaging is wide and lucrative.	K4	CO1

Z-Z-Z END