

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2022  
(First Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

GRAPHIC DESIGN AND PRODUCTION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which of the following is a set of all characters like alphabet, punctuation symbols etc?  
(i) Serif (ii) Italic  
(iii) Font (iv) Reverse
- 2 Screen Printing is also called as:  
(i) Relief Process (ii) Intaglio Process  
(iii) Stencil Printing Process (iv) Anilox Printing Process
- 3 JPEG stands for:  
(i) Join Photographic Export Group (ii) Joint Photographic Expert Group  
(iii) Joint Photographic Exposed Group (iv) Joint Photographic Expected Group
- 4 Which of the following is described as process of transferring ink on paper via a printing surface?  
(i) Printing (ii) Binding  
(iii) Print Finishing (iv) Thermography
- 5 TIFF stands for  
(i) Ticket Image File Format (ii) Twin Image File Format  
(iii) Tab Image File Format (iv) Tag Image File Format

SECTION - B (15 Marks)

Answer ALL Questions

ALL questions carry EQUAL marks (5 x 3 = 15)

- 6 a Explain the latest printing technologies such as 3Dprinting, hybrid and Erasable printing.  
OR  
b Illustrate the essentials of typography.
- 7 a Explain in detail the principles and elements of design.  
OR  
b Illustrate layout? and explain the types of layout.
- 8 a Classify on i) CTP Printing ii) Digital halftones.  
OR  
b Determine an image setter? Describe its parts and functions.
- 9 a Explain how screen printing is done. Give its advantages and applications.  
OR  
b Elaborate the flexography printing process with illustration
- 10 a Justify the different types of papers used in different printing processes.  
OR  
b Discuss the modern technologies developed in the printing industry in detail

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 6 = 30)

11 a Describe the characteristics of some leading typographic styles used in newspaper and magazine production.

OR

b Explain the different types of printing in detail with example.

12 a Sketch the importance of photographs in a magazine? Explain how it helps in the design and layout of a magazine page.

OR

b Elaborate the elements of design.

13 a Classify the different file formats.

OR

b Discuss on digital proof reading.

14 a Analyze the special features and advantages of offset printing method.

OR

b Explain the unique features and importance of letter press printing process.

15 a Categorize the different types of colour used in print production? Give out the concepts and meanings associated with colours.

OR

b Evaluate a new design for the front page of a local newspaper of your choice with all relevant graphic elements.

Z-Z-Z

END