

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MA DEGREE EXAMINATION MAY 2018
(Second Semester)**

Branch – JOURNALISM & MASS COMMUNICATION

CORE ELECTIVE-I : GRAPHIC DESIGN AND PRODUCTION

Time: Three Hours

Maximum: 75 Marks

Answer **ALL** questions
ALL questions carry **EQUAL** marks

- 1 a Elaborate the principles of offset printing press.
OR
b How is stereo plate made from rotary machine?
- 2 a Explain the advantages and uses of screen printing.
OR
b Discuss the aesthetic combination of a print ad of your choice. Add a note on how the visual is designed and placed in the ad.
- 3 a Describe the process of preparing colour plates and how does the printer bring the near original colour combination?
OR
b Discuss the various types of magazine layout strategies.
- 4 a Explain on the type faces and layout you would recommend for a Lab Journal of our department.
OR
b Discuss the design elements of an e-page on the net.
- 5 a Examine the merits and demerits of digital printing processes.
OR
b Describe the relationship and differences between realism, naturalism and idealism in art.

Z-Z-Z

END