

DAKSH

Exam Roll No. 0011930248

(Please write your Exam Roll No.)

# END TERM EXAMINATION

FIRST SEMESTER [BJMC] NOVEMBER-DECEMBER 2018

Subject: Basics of Design & Graphics

Maximum Marks: 75

Paper Code: BAJMC -105

Time: 3 Hours

Note: Attempt all questions as directed. Internal choice is indicated.

(3x5=15)

- Q1 Write short notes on any five of the following:-
- (a) Guide, Facing Pages, Gutter Space
  - (b) Role of Various Design Software \*
  - (c) Type Face, Type Body, Alignment\*
  - (d) Raster Graphics, Vector Graphics, PICA\*
  - (e) Book paper, Art Paper, Newsprint
  - (f) Letter Press Printing \*

(15)

- Q2 Explain every Principles of Design in detail with examples.

OR

Elaborate each Elements of Design with examples.

- Q3 Explain the difference between Image editing and Image manipulation. What is image masking?

(15)

OR

'Colour plays an important role in design', Explain in detail with suitable examples/reasons/logics. Define different forms of colour?

(7.5x2=15)

- Q4 Discuss any two of the following in detail:

- (a) Offset Printing
- (b) Web Designing & Web Browser
- (c) Desktop Publishing

- Q5 Define Signography, Calligraphy & Typography. Explain how Typography plays an important role in Design? Also mention the different family variations of type.

(15)

OR

What is Logo? Explain what all needs to keep in mind while designing an effective Logo? Analyse any two existing logos of your choice.

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