

END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] DECEMBER 2019

Paper Code: BA(JMC)-105

Subject: Basic of Design & Graphics

Time : 3 Hours

Maximum Marks :75

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

Q1. Write notes on **any three** of the following: (3x5=15)

- (a) Colour scheme and production
- (b) Brochure design
- (c) Dummy
- (d) Art Paper, Book Paper

Q2. What is Design? Discuss various elements of design with example. (15)

OR

Briefly explain the history of typography? Explain the physical characteristics of typography?

Q3. Explain the components and type of advertising layout with example. (15)

OR

What are the different elements of layout in a newspaper? Draw a dummy of Front Page of a newspaper and label the parts.

Q4. How can we use visual as a language? Elaborate the categories of visuals. (15)

OR

What is Poster? Explain steps involve in designing an effective Poster?

Q5. Discuss any two of the following in details. (7.5x2=15)

- (a) Logo design
- (b) Editing and ethics
- (c) Desktop Publishing

OR

Draw & elaborate the different colour schemes in details.