

21-12-2015



**DOON UNIVERSITY, DEHRADUN**

**Mid-Term Examination, Fifth Semester, 2014**

**School of Communication**

**M.A. (5 Years Integrated) Communication**

**Course: COMM – 304: Print Design & Production**

**Time Allowed: 2 Hours**

**Maximum Marks: 30 + Activity (20)**

**Note: Attempt All Questions from Sections A, B, C.**

**SECTION: A**

**(Marks: 3x3=9)**

1. You are printing a 24 page folder with a separate cover. How many pages are you printing?

1. 16
2. 20
3. 24
4. 12

2. How would you explain pink color to a blind person.

3. Johann Guttenberg:

- a. invented the printing press
- b. created the first cast metal type
- c. published a two-volume Bible using the new technology
- d. none of the above

**SECTION: B (Short Answer Type Questions to be answered in about 150 words)**

**(Marks: 3x7=21)**

1. 'Sometimes You Win Sometimes You Learn', What Type face/Fonts would you use for expressing the above quote(s), attempt any one.

2. Give a brief account of the font(s) you prefer most of the times while writing your name online and offline.

3. How 'Eye Movement Theory' does plays-an important role in planning an interesting page.

**ACTIVITY**

Explain with the help of sketching the newspaper's front page lay-out with the following:  
(Attached is the blank A-4 sheet)

(20)

- Six news stories (reports, article, feature),
- Two pictures (Stand Alone pix and News Picture),
- Two mug shots,
- Blurbs (as per the requirements)
- Any other addition that may enhance balancing and look of the layout