



**DOON UNIVERSITY, DEHRADUN**  
**Final Semester Examination, 2017**  
**School of Media & Communication Studies**  
**M.A. (Integrated), Fifth Semester**  
**Course: COMM-304: Print Design & Production**

Time Allowed: 3 Hours

Maximum Marks: (30+20) 50

**SECTION: A**

**(Maximum Marks: 11)**

1. Give a caption to the following picture: (3)



2. What refers to a way of combining similar elements of art to create an uncomplicated look to an overall composition: (2)  
 (a) Balance (b) Unity (c) Harmony (d) Rhythm
3. What types of Balance is when elements are equally distributed on the either side of a central vertical axis; one side duplicates or mirrors the other side: (2)  
 (a) Symmetrical (b) Asymmetrical (c) Radial (d) Intrametrical
4. Point of interest in a work of art-attracts more attention than anything else in composition; Dominant element or form in artwork-often the focal point: (2)  
 (a) Harmony (b) Emphasis (c) Balance (d) Variety Contact
5. What are the principles of design: (2)  
 (a) Several colors together to create a pattern  
 (b) Repeating lines, shapes, or other elements that create a pattern  
 (c) Similar elements of art to create an uncomplicated look  
 (d) The rules that help arrange the ingredients or elements  
 (e) None of the above
6. Tints are light values of a color. Tints are usually made by  
 (a) mixing a color with black (b) going to your beautician  
 (c) mixing a color with white (d) wearing colored contacts

Note: Answer any TWO questions

1. What do you mean by Planning in newspapers? Why is it important.
2. What do you mean by Page design?
3. What typeface would you choose to express yourself. Why have you chosen it.
4. Differentiate between Lay out and Dummy. Explain with the diagram(s).

SECTION: C

List the following in the below picture (page):

- (1) Lead story, (2) Solus, (3) Pocket (4) Cut out (5) One-deck (6) Box story (7) Mug shot
- (8) By-line (9) Credit Line (10) Folio Line (11) Blurb (12) Ear Panel

**THE TIMES OF INDIA**

**MUKESH LED RIL LOOKS TO ACQUIRE CANADIAN FIRM IN \$2 BILLION DEAL**

**IPOC CHIEF PACHAURI FINDS BACKING FROM MANIMOHAN SINGH**

**YOUSUF PATHAN'S KNOCK POWERS WEST ZONE IN DULEEP TROPHY TEL**

**Rahul hops on to Mumbai local, derails Thackerays**

**Saarc meeting put off, talks with Pak may be delayed**

**Bhimgarh now wildlife sanctuary**

**File reply by Monday, HC tells govt, SEC**

**Anju takes sabbatical, pulls out of CWG**

**'Incompatible' kidney is a good match**

**No mobiles for teachers in class**

**Advertisement: VICCO Narayani**

**ACTIVITY****(Maximum Marks: 20)**

Submission of your Academic poster and Explain it in the answer sheet mentioning the following:

- Theme of your poster study
- Objective of the academic poster
- Methodology you used for the same
- Conclusions and results, if any