



**DOON UNIVERSITY, DEHRADUN**  
**Mid-Term Examination, Second Semester, 2013**  
**School of Communication**

**M.A. Communication**  
**Course: COMM – 580: Print Design & Production**

*Time Allowed: 2 Hours*

*Maximum Marks: 30*

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

**SECTION: A (Short Answer Type Questions to be answered in about 25 words).**

Every question is of two marks.

*(Marks: 2x3=6)*

1. What is do you understand by the terms:
  - (i) Typeface
  - (ii) Fonts
2. Write the headline of the lead copy of today's newspaper you read. What font did the copy used.
3. What is CMYK and RGB stands for.

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

Every question is of 4 marks

*(Marks: 4x3=12)*

1. The Typographer is to the text same as the director is to the script. Explain.
2. 'To do more than the world does for you'. How does the quote illuminating basic nature of black & white.
3. Give a brief account of the font you prefer most of the times while writing a copy/text.

**SECTION: C (Long Answer Type Questions to be answered in about 750 words).**

Every question is of 6 marks.

*(Marks: 6 x2=12)*

1. 'To design is to add value and meaning rather than simply assembling and editing', Explain the sentence with the help of suitable example (s).
2. If one says 'red' and there are fifty people listening, it can be expected that there will be fifty reds in their minds. And all these reds will be very different. Explain and support your answer using any anecdote as per your experiences.