



3-6-013

**DOON UNIVERSITY, DEHRADUN**  
**Final Semester Examination, Second Semester, 2013**  
**School of Communication**

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

*Time Allowed: 3 Hours*

*Maximum Marks: 50*

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

**SECTION: A (Short Answer Type Questions to be answered in about 25-50 words).**

**Attempt any FIVE questions.**

*(Marks: 5x2=10)*

1. What do you understand by the term Layout.
2. What is Print design in your eyes.
3. Discuss Doon University's logo highlighting the design aspects.
4. What is the difference between Dak and Late city editions.
5. Write any four top stories of last month (May).
6. Define thumbnail. What role does it play in any sketch.
7. Match the following:

1. <b>Life is beautiful</b>	(a) Times New Roman
2. <i>Life is beautiful</i>	(b) Chiller
3. <i>fog Life is beautiful</i>	(c) Jokerman
4. <i>Life is beautiful</i>	(d) Curlz MT

**SECTION : B ( Short Answer Type Questions to be answered in about 250 words (Marks: 4x 5= 20)**

**Attempt any FOUR questions.**

1. Designer adds value to design. Explain with an example.
2. Telling about the Quark Xpress mention the features of the software.
3. Is Design a process and product of imagination, explain.
4. Fitting headline is an art. Explain with the help of white space, one , two and three – deck headlines.
5. What colour would you dole out to the following themes of poster layouts and why.
  - a. Save Environment
  - b. Peace
  - c. Ban ragging
  - d. Child labour
  - e. AIDS

Section: C (Long Answer Type Questions to be answered in about 750 words (Marks: 2 x 10=20)  
 Note: Attempt any TWO questions



(fig 1)

1. How Eye Movement Theory does play an important role in planning an interesting page. Explain with help of the given image of newspaper (fig 1).

2. List the following in the front page (fig.1) and explain each:

- Lead story
- Solus
- Pocket
- Cut out
- One-deck
- Box story
- Mug shot
- Bye line
- Credit Line
- Folio Line
- Mast Head

3. Write short notes on any two:

1. Brochure and Poster
2. Elements of Art
3. Slug and Dummy

4. Explain with an example the use of computers in creating, presenting and producing a product focusing on Quark Xpress.