

## 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.

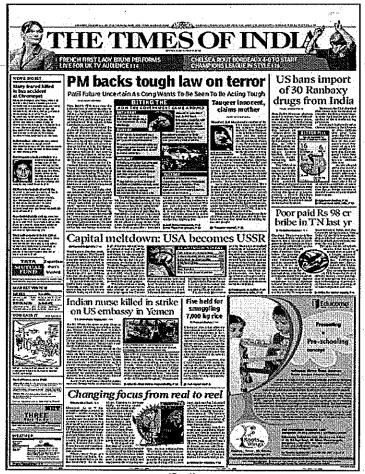
7. Match the following:

1. Life is beautiful	(a) Times New Roman
2. Life is beautiful	(b) Chiller
3. Fog Life is beautiful	(c) Jokerman
4. Life is beautiful	(d) Curiz MT

## SECTION: B (Short Answer Type Questions to be answered in about 250 words (Marks: 4x = 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.