



1/16/2016

DOON UNIVERSITY, DEHRADUN
Semester Final Examination, Second Semester, 2016
School of Communication

M.A. (Communication)
Course: COMM- 580: Print Design & Production

Time Allowed: 3 Hours

Maximum Marks: 50 (30Written+20Activity)

Note: Attempt All Questions

SECTION A

(Marks:3x3=9)

1. Typography is all about fonts. Is that all or can we add some more to it.
2. What role do a dummy and a layout play while designing a newspaper?
3. Colors communicate! Explain it with the help of an example.

SECTION: B

(Marks: 3x7=21)

1. Does research and planning play any role in the execution of design. Explain with the help of example of a business card or greeting card and masthead.
2. What print medium would you design for a social awareness campaign and why.
3. What are the principles of design? Explain any two supporting with an example.

ACTIVITY

(Marks: 2 x 10=20)

1. Illustrate the word 'School' telling about the two broad classifications of English fonts?
2. Think about a poster on any social or global issue and write a caption for it.