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End Semester Examination, December 2024
Bachelor of Arts (Honours / Honours with Research) in
Journalism and Mass Communication
Semester-I
GRAPHIC DESIGN AND VISUALIZATION (JMBJ106)

Time: 2.5 hrs.

Max Marks: **50**

Note: **All Questions are compulsory.** Marks are indicated against each question.

PART-A

Q.1 Attempt any Five Questions.

		2x5
(a)	List any four basic elements of design.	[CO-1] [L-1] 2
(b)	Define symmetrical and asymmetrical balance with an example for each.	[CO-1] [L-1] 2
(c)	Explain the difference between broadsheet and tabloid layouts.	[CO-3] [L-2] 2
(d)	What is a "logo," and why is it important for brand identity?	[CO-2] [L-2] 2
(e)	What is the purpose of a grid system in layout design?	[CO-3] [L-2] 2
(f)	What is the difference between serif and sans-serif fonts?	[CO-1] [L-2] 2
(g)	List two components of advertisement layout.	[CO-3] [L-1] 2

PART-B

Q.2.	Describe the elements and principles of design in detail, including how each element and principle contributes to creating a cohesive design. Provide examples to illustrate your answer OR Discuss the components of an effective layout design, including layout planning, visual hierarchy, white space, visual flow and consistency. How do these elements work together to enhance the readability and visual appeal of layouts?	[CO-5] [L-4] 10 [CO-5] [L-5] 10
Q.3	Compare and contrast broadsheet, tabloid, magazine and book layouts. Discuss the unique design principles and production considerations for each format and explain how these differences impact the reader's experience and content presentation. OR Explain the concept of design thinking and its application in the graphic design process. Discuss the stages of design thinking and provide examples of how each stage can help in solving design-related challenges.	[CO-2] [L-4] 10 [CO-2] [L-4] 10
Q.4	Color plays a vital role in design communication." Elaborate on the psychology of color and various color schemes used in design. OR Create a detailed pre-press checklist for a print project, explaining each step's importance.	[CO-3] [L-2] 10 [CO-3] [L-6] 10
Q.5	Discuss the basics of desktop publishing (DTP), covering its history, evolution and significance in modern publishing. OR Explain the role of visuals in communication design, including their physical forms, functions and editing techniques.	[CO-4] [L-5] 10 [CO-4] [L-5] 10

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