

<b>C-4641</b>
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<b>Sub. Code</b>
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<b>83013</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**First Semester**

**Graphic Design**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which aspect of visual communication focuses on capturing the audience's attention and maintaining their interest?
  - (a) Clarity and comprehension
  - (b) Engagement
  - (c) Conveying emotions
  - (d) Enhancing retention
2. What does visual communication primarily aim to convey in terms of emotions?
  - (a) Complex mathematical equations
  - (b) Objective, facts and figures
  - (c) Human feelings and sentiments
  - (d) Technical jargon

3. Pragmatic communication focuses on:
- (a) The technical accuracy of the message
  - (b) The contextual and practical aspects of communication
  - (c) The hierarchical structure of communication channels
  - (d) The flow of information through opinion leaders
4. In the SMC II Model, the “II” stands for:
- (a) Information and Learning
  - (b) Interactive Learning
  - (c) Interpersonal Literacy
  - (d) Integrated Language
5. In semiotics, denotation refers to:
- (a) The literal meaning of a sign
  - (b) The hidden meaning of a sign
  - (c) The arrangement of signs in a sequence
  - (d) The process of interpreting symbols
6. Which aspect of signs focuses of the relationship between individual elements within a sign system?
- (a) Denotations            (b) Connotations
  - (c) Paradigmatic        (d) Syntagmatic
7. What is a key factor to consider when designing messages for different audiences?
- (a) Using complex language to demonstrate expertise
  - (b) Ignoring cultural differences for a universal message
  - (c) Tailoring content to suit the preferences and needs of each audience
  - (d) Focusing solely on the message sender’s perspective

8. Understanding public opinion formation involves:
- (a) Manipulating information to shape public perceptions
  - (b) Analyzing the factors that influence individuals' beliefs and attitudes
  - (c) Disregarding the impact of media on public opinion
  - (d) Emphasizing one-way communication channels
9. Media effects refer to:
- (a) The impact of media on individual behavior and attitudes
  - (b) The ways in which media organizations operate
  - (c) The role of media in democracy
  - (d) The cultural significance of media products
10. The uses and gratifications model of mass media focuses on:
- (a) How media messages are injected into audiences' minds
  - (b) The psychological effects of media exposure on individuals
  - (c) How audiences actively seek out and use media to satisfy specific needs
  - (d) The passive reception of media messages by audiences

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Compare and contrast verbal and non-verbal forms of communication.

Or

- (b) Explain how visual communication can aid in problem-solving processes.

12. (a) Compare and contrast Lasswell's Model and Schramm's Circular Model of communication.

Or

- (b) Explain the concept of the Two-step flow theory in communication.

13. (a) Define optical illusions and discuss their significance in communication.

Or

- (b) Describe the design process from research to execution and presentation.

14. (a) Investigate the role of public opinion in influencing policy decisions.

Or

- (b) Discuss the ethical dilemmas associated with media coverage of sensitive issues

15. (a) Explain how media reflects, shape, and perpetuate cultural norms, values and identities?

Or

- (b) Discuss the management and business aspects of the media industry.

**Part C**

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) Describe different types of visual communication techniques commonly used in various fields and discuss their effectiveness in conveying messages to different audiences.

Or

- (b) Discuss the importance of visual hierarchy in visual communication. How does organizing visual elements help in guiding the viewer's attention and understanding of the message?

17. (a) Analyze White's Gatekeeper theory and its significance in understanding the dynamics of information flow in media and organizational communication.

Or

- (b) Evaluate Dance's Helical Model of communication. How does it emphasize the evolutionary nature of communication processes over time?

18. (a) Discuss the concept of lateral thinking and its importance in problem-solving and innovation.

Or

- (b) Explore associative techniques used in design, including materials and tools such as precision instruments. How do these techniques facilitate creative exploration and idea generation?

19. (a) Examine the role of social media in shaping public opinion and influencing policy decisions. How do social media platforms amplify voices, mobilize movements, and impact public discourse on key issues?

Or

- (b) Reflect on the challenges and opportunities of designing messages for different audiences in a rapidly evolving media landscape.
20. (a) Explain the hypodermic needle model and the uses on mass media effects.

Or

- (b) Explain the gratification model and the uses on mass media effects.
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**C-4643**

**Sub. Code**

**83023**

**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Second Semester**

**Graphic Design**

**DESIGN STUDY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Pick the primary purpose of design in human life.
  - (a) To solve problems efficiently
  - (b) To complicate simple tasks
  - (c) To make things more expensive
  - (d) To reduce the need for human interaction
2. Name the characteristic is essential for a designer's mind.
  - (a) Creativity
  - (b) Repetition
  - (c) Conventional thinking
  - (d) Rigidity

3. Choose the term that is a characteristic of a good design.
- (a) Complexity
  - (b) Adding and Subtracting Mechanics
  - (c) Functionality
  - (d) High cost
4. What is visualization in design?
- (a) The cost estimation of a design project
  - (b) The physical creation of a design
  - (c) The process of forming a mental image of something
  - (d) The marketing of a design
5. Pick the property of color refers to its purity or intensity.
- (a) Hue
  - (b) Saturation
  - (c) Value
  - (d) Temperature
6. Name the type of color harmony uses colors that are next to each other on the color wheel.
- (a) Complementary
  - (b) Analogous
  - (c) Split-Complementary
  - (d) Triadic
7. Infer the term for the height of lowercase letters in a typeface.
- (a) Cap height
  - (b) Ascender height
  - (c) Baseline
  - (d) X-height



8. Name the typeface classification that is characterized by serifs that are thin and flat.
- (a) Sans-serif                      (b) Slab-serif  
(c) Script                          (d) Serif
9. From the following, choose a basic unit of a grid system.
- (a) Module                          (b) Flowline  
(c) Margin                          (d) Column
10. Name the role of gutters in a grid layout.
- (a) They add decorative elements  
(b) They provide space between columns  
(c) They are used for images  
(d) They separate text blocks

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the significance of design in enhancing human life and providing solutions to everyday problems.

Or

- (b) Discuss the essential characteristics that define a designer's mind and how these traits contribute to effective design.

12. (a) Identify and explain the key elements of design and their significance in creating a cohesive and effective design.

Or

- (b) Explain the principles of design and how they guide the creation of aesthetically pleasing and functional designs.

13. (a) Explain the significance of the color wheel in understanding color theory.

Or

- (b) Describe the process and importance of color mixing in design.

14. (a) Explain the significance of typeface anatomy in understanding and choosing fonts.

Or

- (b) Discuss the importance of measurements in typography, such as point size, leading and line length.

15. (a) Explain the anatomy of a grid system and its components.

Or

- (b) Discuss the role of grids in creating effective layouts.

**Part C**

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) Discuss how characteristics such as empathy, curiosity and adaptability play a crucial role in achieving successful design outcomes.

Or

- (b) Examine the challenges faced when designing for a diverse target audience.
17. (a) Discuss the techniques and steps involved in translating verbal concepts into visual representations.

Or

- (b) Evaluate the fundamental aspects of creativity and how they contribute to successful design outcomes.
18. (a) Discuss how digital tools have changed the way designers work with colors.

Or

- (b) Evaluate the practical applications of color harmonies in various design fields such as interior design, graphic design and fashion design.

19. (a) Analyze the history of typography and how it has evolved from traditional printing methods to digital typesetting.

Or

- (b) Evaluate the role of grid systems in layout design, and how they help in organizing text and images in a structured way.
20. (a) Analyze how incorporating the golden mean into designs can enhance visual appeal.

Or

- (b) Evaluate the importance of grid consistency in design, providing examples.
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**Sub. Code**

**83025**

**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Second Semester**

**Graphic Design**

**HISTORY OF ART**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Name the age that is known for the development of agriculture.  
(a) Paleolithic Age      (b) Neolithic Age  
(c) Mesolithic Age      (d) Bronze Age
2. The Cave of Altamira is in which country.  
(a) Spain                      (b) France  
(c) Italy                        (d) Greece
3. Pick the style of art that focuses on religious (Christian) themes and Hieratic Scale.  
(a) Renaissance  
(b) Classicism  
(c) Realistic human figures  
(d) Medieval Art

4. Which feature the Gothic art has been characterized?
  - (a) Realistic human figures
  - (b) Abstract forms
  - (c) Pointed arches and stained glass windows
  - (d) Bright colors
5. Infer the common medium used in Japanese Woodblock printing.
  - (a) Wood
  - (b) Stone
  - (c) Bronze
  - (d) Metal
6. Name the culture where the Calligraphy is a highly respected art form.
  - (a) Chinese
  - (b) Indian
  - (c) Egyptian
  - (d) Greek
7. Mughal miniature paintings are known for their:
  - (a) Abstract forms
  - (b) Intricate details
  - (c) Large size
  - (d) Modern themes
8. Predict the painting style that is associated with the state of Bihar in India.
  - (a) Warli
  - (b) Pala
  - (c) Kangra
  - (d) Madhubani
9. Choose the art movement is known for its emphasis on emotion and individualism.
  - (a) Impressionism
  - (b) Romanticism
  - (c) Cubism
  - (d) Surrealism
10. The term "Impressionism" originated from a painting given by the artist,
  - (a) Vincent van Gogh
  - (b) Salvador Dali
  - (c) Pablo Picasso
  - (d) Claude Monet

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Discuss the significance of the Mesolithic Age in the development of human civilization.

Or

- (b) Describe the main characteristics of Paleolithic Age art.

12. (a) Explain the impact of the Renaissance on European art.

Or

- (b) Describe the main features of Gothic art.

13. (a) Explain the process and importance of Japanese woodblock printing.

Or

- (b) Describe the significance of hand scrolls in Chinese art.

14. (a) Explain the significance of Ajanta and Ellora cave paintings in Indian art history.

Or

- (b) Describe the main features of Mughal miniature paintings.

15. (a) Explain the principles of Cubism and its impact on modern art.

Or

- (b) Describe the main characteristics of Impressionism.

**Part C**

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) Compare and contrast the art of the Harappa and Mohenjo Daro civilizations.

Or

- (b) Analyze the art and cultural significance of the Cave of Altamira in Spain.

17. (a) Compare the artistic styles of the Gothic and Renaissance periods.

Or

- (b) Analyze the influence of religious themes on medieval art.

18. (a) Compare and contrast artistic techniques used in Byobu and Ukiyo-e.

Or

- (b) Analyze the development and cultural significance of pottery in Chinese art.

19. (a) Compare and contrast the styles and themes of Kangra and Madhubani paintings.

Or

- (b) Analyze the differences between Mughal and Rajasthani miniature paintings.

20. (a) Compare and contrast the styles and techniques of Impressionism and Post-Impressionism

Or

- (b) Analyze the influence of Romanticism on the development of modern art.



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**83033**

**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Third Semester**

**Graphic Design**

**VISUALIZATION TECHNIQUES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The process of turning an idea into a concept and then into a final product is known as:
  - (a) Data storage
  - (b) Data visualization
  - (c) Data collection
  - (d) Data analysis
2. Visual perception in data visualization helps in:
  - (a) Complicating the data
  - (b) Interpreting data effectively
  - (c) Ignoring irrelevant data
  - (d) Storing data
3. Storyboarding is primarily used in
  - (a) Data analysis
  - (b) Exercise
  - (c) Planning visual stories
  - (d) Data retrieval

4. Roleplay helps in
  - (a) Playing games
  - (b) Shopping
  - (c) Understanding perspectives
  - (d) Cooking
5. Forced relationships are used to
  - (a) Create conflict
  - (b) Write stories
  - (c) Innovate concepts
  - (d) Market products
6. Mind Mapping helps in
  - (a) Drawing
  - (b) Data analysis
  - (c) Data storage
  - (d) Organizing experiences
7. Substituting in design involves
  - (a) Adding elements
  - (b) Replacing elements
  - (c) Removing elements
  - (d) Copying
8. Emphasizing key areas in visualization means
  - (a) Hiding details
  - (b) Changing text
  - (c) Data retrieval speed
  - (d) Highlighting important information
9. Brain writing is similar to
  - (a) Storytelling
  - (b) Visualizing data
  - (c) Brainstorming
  - (d) Storing data
10. Attribute listing helps in
  - (a) Marketing
  - (b) Writing
  - (c) Store data
  - (d) Identifying characteristics

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) List and explain three principles of effective visualization.

Or

- (b) Explain the role of visual perception in understanding data visualization.

12. (a) Explain how morphological analysis can aid in managing complex ideas.

Or

- (b) Discuss the importance of storyboarding in visual communication.

13. (a) Discuss the steps involved in turning a visual idea from concept to reality.

Or

- (b) Explain the concept of forced relationships and how it aids in innovation.

14. (a) Discuss the importance of emphasizing key areas in data visualization.

Or

- (b) Explain the concept of structural artistic data visualization.

15. (a) Discuss the role of daydreaming in generating creative visual ideas.

Or

- (b) Explain the concept of brain writing and its advantages over traditional brainstorming.

**Part C**

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Compare and contrast different methods of data visualization and their effectiveness.

Or

- (b) Evaluate the principles of visualization and how they contribute to effective data communication.

17. (a) Compare and contrast different techniques such as synectics, roleplay and storyboarding in idea generation.

Or

- (b) Analyze the role of visualization and visual prompts in effective communication.

18. (a) Compare and contrast the methods of empathy mapping and journey mapping in understanding user needs.

Or

- (b) Evaluate different techniques for generating and selecting visual ideas.

19. (a) Compare and contrast different methods of structural artistic 'data visualization.

Or

- (b) Evaluate the steps involved in the Scamper technique and their effectiveness in idea generation.

20. (a) Compare and contrast different methods of visual thinking and their impact on creative processes.

Or

- (b) Evaluate the role of brain writing in enhancing group creativity.

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**Sub. Code**

**83043**

**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Graphic Design**

**PACKAGING DESIGN**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary benefit of using aluminium in packaging?
  - (a) Lightweight and corrosion-resistant
  - (b) Biodegradable
  - (c) Heat resistant
  - (d) Transparent
2. Which of the following is a primary function of labelling in packaging design?
  - (a) enhance the aesthetic appeal of the product
  - (b) provide information and ingredients
  - (c) increase the weight of the package
  - (d) reduce the cost of the production

3. Which principle of packaging design focuses on the ease with which a consumer can use the product?
- (a) Aesthetics                      (b) Functionality  
(c) Sustainability                (d) Branding
4. What is the primary purpose of storyboarding in packaging design?
- (a) create a final product prototype  
(b) visually plan and organize design ideas  
(c) increase the production cost  
(d) determine the packaging material
5. What does the term “UPC” stand for in the context of packaging labels?
- (a) Universal Packaging Code  
(b) United Product Code  
(c) Universal Product Code  
(d) Unique Packaging Code
6. In terms of sustainability, which labelling practice can help reduce environmental impact?
- (a) Using non-recyclable materials for labels  
(b) Employing minimalistic design with less ink usage  
(c) Incorporating large, colorful graphics  
(d) Using adhesive labels that cannot be removed

7. What is the primary goal of sustainable packaging design?
- (a) To make the package visually appealing
  - (b) To make the package more durable
  - (c) To increase the shelf life of the product
  - (d) To reduce the environmental impact
8. Which method is commonly used in the field testing of packaging design?
- (a) Focus group discussions
  - (b) Laboratory simulations
  - (c) In-store trials
  - (d) Online surveys
9. Which of the following materials is commonly used for lamination in packaging?
- (a) Polyethylene (PE)
  - (b) Aluminium
  - (c) Polyvinyl chloride (PVC)
  - (d) Paperboard
10. Hot foil stamping is best suited for which type of packaging?
- (a) Luxury and premium packaging
  - (b) Biodegradable packaging
  - (c) Flexible packaging
  - (d) Transparent packaging

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Brief on evolution and history of packaging materials.

Or

- (b) Discuss about the various types of packaging materials.

12. (a) Discuss the principles involved in packaging design.

Or

- (b) Summarize on role on storyboarding in packaging design.

13. (a) Explain the significance of UPC codes & nutritional facts for the commercial requirements as per government policies.

Or

- (b) Summarize on role on package manufacturing requirements and cost considerations in packaging.

14. (a) Discuss the environmental impact of packaging design and the importance of sustainability.

Or

- (b) Summarize the role of prototyping in packaging design and its benefits.



15. (a) Discuss the role of packing line and types of speciality packaging materials used in packaging.

Or

- (b) Explain the process of hot foil stamping in packaging.

**Part C**

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Brief on the role of packaging and labelling.

Or

- (b) Discuss about the characteristics of the packaging.

17. (a) Discuss about the planning process and workflow in packaging.

Or

- (b) Summarize the role of marketing and brand identity in packaging.

18. (a) Describe the principles of effective information design in packaging.

Or

- (b) Summarize on role on 3D design in packaging.

19. (a) Outline the role of permeability and shelf life in packaging.

Or

- (b) Discuss the various techniques used in field trials and evaluation on packaging materials.

20. (a) Discuss the role of coatings and lamination in packaging.

Or

- (b) Explain the process of die cutting and varnishing in packaging.
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**B.Sc. DEGREE EXAMINATION, APRIL 2025.**

**Fourth Semester**

**Graphic Design**

**DIGITAL MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT a primary digital marketing channel?
  - (a) Paid media
  - (b) Owned media
  - (c) Earned media
  - (d) Traditional media
2. Why are Indian clients and advertisers spending 30% more on digital marketing than they should?
  - (a) Lack of competition
  - (b) Higher advertising rates
  - (c) Inefficient campaign management
  - (d) Advanced marketing tools
3. What does SEM stand for in digital marketing?
  - (a) Social Engagement Marketing
  - (b) Search Engine Marketing
  - (c) Smart Email Marketing
  - (d) Sales Enhancement Marketing

4. Which of the following is a key component of PPC advertising?
- (a) Organic search results
  - (b) Paid search ads
  - (c) Social media posts
  - (d) Blog articles
5. What is the primary goal of Social Media Optimization (SMO)?
- (a) Increase organic search rankings
  - (b) Improve social media engagement
  - (c) Boost email open rates
  - (d) Enhance paid advertising performance
6. Which strategy is commonly used in viral marketing?
- (a) Pay-per-click advertising
  - (b) Hashtag campaigns
  - (c) Email newsletters
  - (d) Banner ads
7. What is a crucial element of an effective email marketing strategy?
- (a) High volume of emails
  - (b) Personalization
  - (c) Generic content
  - (d) Minimalist design

8. Which metric is most important to measure the success of an email campaign?
- (a) Page views
  - (b) Click-through rate (CTR)
  - (c) Number of emails sent
  - (d) Social media likes
9. What is the “country-of-origin effect” in international marketing?
- (a) The impact of the marketer’s nationality on consumer behavior
  - (b) The effect of a product’s origin on its perceived value
  - (c) The influence of domestic policies on international sales
  - (d) The effect of international trade agreements on marketing strategies
10. Which is a common method used in international promotion strategies?
- (a) Trade fairs and exhibition
  - (b) Local radio ads
  - (c) Domestic billboards
  - (d) Regional newspaper ads

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Brief about the key factors contributing to the growth of digital marketing.

Or

- (b) Explain in detail about the reasons why Indian clients and advertisers are spending 30% more on digital marketing.
12. (a) Discuss in detail about the differences between SEM and PPC.

Or

- (b) Briefly explain about the process of keyword research for a PPC campaign.
13. (a) Discuss in detail about the role of Social Media Optimization (SMO) in enhancing a brand's online presence.

Or

- (b) Briefly explain about the importance of Online Reputation Management.
14. (a) Explain about the key components of an effective email marketing strategy.

Or

- (b) Explain in detail about the importance of A/B testing in email marketing.

15. (a) Discuss in detail about the emerging trends in international marketing through the internet

Or

- (b) Explain in detail about the process of developing an international promotion campaign.

**Part C**

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain in detail about the factors that have contributed to India's lag in digital marketing.

Or

- (b) Discuss in detail about the reasons behind the high failure rate of web-based startups in India.

17. (a) Compare and contrast the different platforms available for SEM.

Or

- (b) Pen down in detail about the process of setting up a Google Ads campaign.

18. (a) Explain in detail about the importance of a well-defined social media strategy for businesses.

Or

- (b) Infer the broad view about the role of Online Reputation Management.

19. (a) Explain in detail about the process of creating a data-driven email marketing strategy.

Or

- (b) Pen down in detail about the role of email design and content in the success of email marketing campaigns.
20. (a) Discuss in detail about the role of trade fairs and exhibitions in international marketing.

Or

- (b) Explain in detail about the emerging trends in international marketing.
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**C-4650**

**Sub. Code**

**83046**

**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Graphic Design**

**EDITORIAL DESIGN**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a key principle of design in editorial layouts?
  - (a) Redundancy
  - (b) Balance
  - (c) Complexity
  - (d) Disorganization
2. What is the main focus of color theory in editorial design?
  - (a) Choosing random colors
  - (b) Understanding how colors affect mood and readability
  - (c) Using black and white only
  - (d) Ignoring color completely

3. What is the purpose of a grid in layout design?
  - (a) To create randomness
  - (b) To organize content and maintain consistency
  - (c) To limit creativity
  - (d) To confuse readers
4. Which type of grid is best for creating modular layouts?
  - (a) Manuscript grid
  - (b) Column grid
  - (c) Modular grid
  - (d) Hierarchical grid
5. Which of the following is a principle of effective image handling in print?
  - (a) Using low-resolution images
  - (b) Ignoring image placement
  - (c) Ensuring high-quality visuals
  - (d) Using unrelated images
6. What is the role of white space in print design?
  - (a) To make the page look empty
  - (b) To improve readability and visual appeal
  - (c) To fill space with images
  - (d) To add clutter
7. What is a key consideration when designing web layouts?
  - (a) Ensuring responsive design
  - (b) Ignoring screen sizes
  - (c) Using only text
  - (d) Avoiding color

8. What is the primary function of web typography?
- (a) To create confusion
  - (b) To enhance legibility and user experience
  - (c) To use as many fonts as possible
  - (d) To ignore accessibility
9. What is the purpose of resolutions in print design?
- (a) To create low-quality images
  - (b) To ignore pixel density
  - (c) To focus on colors only
  - (d) To ensure high-quality prints
10. What is the significance of PDF export in production techniques?
- (a) It reduces quality
  - (b) It ensures a standardized format for sharing
  - (c) It complicates the file
  - (d) It is irrelevant in print design

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Brief about the evolution of editorial design from print to digital media.

Or

- (b) Explain in detail about the principles of design that are fundamental of effective editorial layouts.

12. (a) Discuss in detail about the significance of using grid systems in editorial design.

Or

- (b) Briefly explain about the key guidelines for structuring a layout in editorial design.

13. (a) Discuss in detail about the essential elements of magazine layout design.

Or

- (b) Briefly explain about the concept of typographic hierarchy in print design.

14. (a) Explain about the principles of effective web layout design.

Or

- (b) Explain in detail about the importance of typography in digital design.

15. (a) Discuss in detail about the key features of layout software that aid in production techniques.

Or

- (b) Explain in detail about the significance of quality control in the printing process.

**Part C**

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain in detail about the historical development of editorial design.

Or

- (b) Discuss in detail about the fundamental principles of design in editorial layouts.

17. (a) Elaborate on the significance of grid systems in layout design.

Or

- (b) Pen down in detail about the guidelines for structuring an effective layout in editorial design.

18. (a) Explain in detail about the essential components of magazine layout design.

Or

- (b) Infer the broad view about the role of typography on print design.

19. (a) Explain in detail about the principles of effective web layout design.

Or

- (b) Pen down in detail about the importance of typography in digital design.

20. (a) Discuss in detail about the key features of layout software that facilitate production techniques in editorial design.

Or

- (b) Explain in detail about the significance of quality control in the printing process.
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