

Register Number :

Name of the Candidate :

5 3 4 8

B.Sc. DEGREE EXAMINATION, 2012

(VISUAL COMMUNICATION)

(FIRST YEAR)

(PART - III)

(PAPER - II)

140. MEDIA WRITING AND GRAPHICS

(Including Double Degree)

May]

[Time : 3 Hours

Maximum : 100 Marks

SECTION - A (8 × 5 = 40)

Answer any EIGHT questions.

ALL questions carry equal marks.

1. How will you prepare headlines?
2. Explain the technique of selecting fonts.
3. Discuss the methods involved in script writing.

Turn Over

4. Give the importance of editing.
5. Mention the format for the book design.
6. Discuss the principles involved in designing elements for book design.
7. List the salient features of screen printing.
8. How will you perform the corrections in electronic colour?
9. Discuss the storage media used in printing industry.
10. How the proofs in digital colour are done?

SECTION - B (3 × 20 = 60)

Answer any THREE questions.

ALL questions carry equal marks.

11. How style sheets are used for news writing ?
12. Discuss the techniques of narration in television writing.
13. Give the differences between the concept of magazine design and newspaper design.
14. How colour separation is done in type setting?

15. Discuss the following :

- (a) Digital printing.
- (b) Ink-jet printing.