

Total No. of Pages: 1

5409

Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION December 2014

(VISUAL COMMUNICATION)

(FIRST YEAR)

(PART-III)

140. MEDIA WRITING AND GRAPHICS

(Including DD)

Time: Three hours

Maximum: 100 marks

SECTION – A

(8×5=40)

Answer any EIGHT questions

1. Explain about the various principles and print methods.
2. Differentiate between the Word choice and Word difference.
3. Describe the features of Interviews.
4. Discuss the significance of techniques of Narration.
5. Explain briefly about the Book Design with example.
6. Describe about the principles of Design Elements.
7. What are the Uses of Computer software and digital place making techniques?
8. Explain the different issues of color separation.
9. State the various characteristics of OCR.
10. Briefly discuss about the concepts of Ink Jet Printing.

SECTION – B

(3×20=60)

Answer any THREE questions

11. Explain the various issues of writing for print and style sheet for news writing.
12. Discuss in detail about the structure of Television writing with example.
13. Describe the overview of Book design and magazine design.
14. Discuss in detail,
 - a) Concepts of Printing Process
 - b) DTP
15. Explain:
 - a) Photo, Storage media and data format
 - b) Digital color Proofs.
