

Total No. of Pages: 1

5416

Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION December 2014

(VISUAL COMMUNICATION)

(THIRD YEAR)

(PART-III)

310. COMPUTERS IN MEDIA DESIGN AND LAYOUT

(Including Double Degree)

Time: Three hours

Maximum: 100 marks

SECTION – A

(8×5=40)

Answer any EIGHT questions

1. How to prepare the cover pages?
2. What is compositions? Discuss briefly.
3. Distinguish between magazine layout and newspaper layout.
4. Discuss about typographic specifications.
5. Write about electronic pagemaker.
6. Briefly explain up-techniques.
7. What are the basic elements used to analysis the news?
8. Discus about Reader's Digest.
9. Discuss the design principles of page maker.
10. How to create pictures in page maker?

SECTION – B

(3× 20=60)

Answer any THREE questions

11. What are the different parts of newspaper and explain in detail?
12. Write an essay on magazine production process.
13. Explain the software requirements and operating techniques in media design and layout.
14. Compare and contrast the following:
 - a) Indian Today and The Week
 - b) Femina and Women's Era.
15. Explain the following with respect to page maker software.
 - a) Graphics handling
 - b) Colour
