

FOURTH SEMESTER BA DEGREE EXAMINATION, APRIL 2023**(Regular/Improvement/Supplementary)****MASS COMMUNICATION****GBCJ4B05T: DESIGN & PAGINATION****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.****(Ceiling 25 Marks)****Write short notes on:**

1. Pagination.
2. Broad Sheet.
3. Packaging.
4. Hierarchy.
5. Umbrella format.
6. Infographics.
7. Quark express.
8. Adobe InDesign.
9. Type setting.
10. Back copy.
11. Jump stories.
12. Supplement page.
13. Crop Mark.
14. Fobs.
15. Skyline.

SECTION B: Answer the following questions. Each carries *five* marks.**(Ceiling 35 Marks)**

16. Give a description about the two types of tabloids.
17. What are the objectives or functions of page design in newspaper? Explain.
18. Briefly explain vertical and horizontal make ups.
19. How television influenced the Newspaper design? Examine.
20. Elaborate the principles of visual design.
21. Selection of photograph is important in magazine cover design. Why?
22. What do you mean by picture editing? What are to be kept in mind while editing pictures?
23. Give a note on screens and reverses.

(PTO)

SECTION C: Answer any two questions. Each carries ten marks.

24. How do you evaluate the layout of a newspaper? Explain dos and don'ts of a good layout.
25. Evaluate the possibilities of computer graphics in a sports page of newspaper.
26. Analyse the importance of page planning in newspaper production.
27. Explain the prominence of cartoons and caricatures in a newspaper with suitable examples.

(2 x 10 = 20 Marks)