

FOURTH SEMESTER BA DEGREE EXAMINATION, APRIL 2024**(Regular/Improvement/Supplementary)****JOURNALISM & 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. News design.
2. Balance.
3. Interchange layout.
4. Jacket pages.
5. Dummy.
6. Print-line.
7. Skews.
8. Template.
9. Illustrator.
10. MS Word.
11. Gutter space.
12. Text Dominant.
13. Bullets.
14. Horizontal line.
15. Centre mark.

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

16. Why is it considered that white space is essential for good designing layout?
17. What is flexibility in page makeup?
18. List out *five* dos of good layout.
19. Speed is a necessary quality of a layout designer. Comment.
20. What is centre of visual impact? Explain.
21. List out the difference between Sunday pages and Supplement pages of a newspaper.
22. What is the requirement of display headline in a print media?
23. Explain the possibilities of centre spread page in a printed document.

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

24. Define pagination. Detail the concept of broad sheet and tabloid.
25. Critically compare the contemporary make up concept of newspaper with traditional make up concepts.
26. Good Design Is Not Mere Decoration- Analyse the statement with suitable examples.
27. Give a comparative analysis of front page of regional magazine and National Magazine.

(2 x 10 = 20 Marks)