

FOURTH SEMESTER BA DEGREE EXAMINATION, APRIL 2025

(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. Jacket Pages.
2. Whitespace.
3. Reverse headline.
4. Horizontal Make-up.
5. Cartoon.
6. Tabloid.
7. Dummy.
8. Bleed.
9. Life style page.
10. Mortise.
11. Pagemaker.
12. Stand-alone photo.
13. Tombstoning.
14. Display Headlines.
15. Gutter.

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 35 marks)

16. Explain how selection of fonts affects the layout.
17. What is a Mug Shot?
18. Differentiate between Broadsheets and Tabloids.
19. What do you mean by flexibility in page makeup?
20. What is proportion in newspaper layout?
21. Photographs are the most essential building blocks of newspaper design. Explain.
22. What are your suggestions for improving impact, clarity, content and visibility of magazine covers?
23. What are the advantages of modular make up?

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

24. A Newspaper's design affects its readership and circulation- How and Why?
25. Explain the basic principles of Layout with examples.
26. Sports pages offer more opportunities to create dynamic design packages. Comment.
27. Layout enhances the usual appearance of design. Describe the different types of layout.

(2 × 10 = 20 Marks)