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BJMC(III) — XI

**2011**

*Time : 3 hours*

*Full Marks : 100*

*Candidates are required to give their answers in their own words as far as practicable.*

*The questions are of equal value.*

*Answer from **both** the Groups as directed.*

**Group – A**

Answer any **four** questions :

1. Define graphic design. How is it a creative process ?
2. Application of graphic design has changed the total face of presentation. Discuss
3. What are the important principles of page designing ?
4. Explain different forms of page designing and their utility.

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( Turn over )

5. Computer has changed the world of graphic design. How ?
6. Discuss the changing trends of layout of newspapers and magazines.
7. Graphic design has brought revolution in printing process. Discuss.
8. What is the use and importance of graphics in web journalism ?
9. Discuss the role of information technology in the presentation of graphics in Media Communication.
10. Write short notes on any **three** of the following :
  - (a) Typography
  - (b) Inter face design
  - (c) Visual art
  - (d) Chromatics
  - (e) Art pool
  - (f) IT

**Group – B**

Answer **all** questions :

1. Graphic design is associated with :
  - (a) Film technology
  - (b) Printing technology
  - (c) Industrial technology
  - (d) None of these
  
2. Graphic design is :
  - (a) Art work
  - (b) Frame work
  - (c) Hard work
  - (d) None of these
  
3. Graphic designer uses :
  - (a) Typography
  - (b) Topography
  - (c) Animation
  - (d) None of these
  
4. Who coined the word graphic design ?
  - (a) Willam arther

- (b) Arnaldo
  - (c) W. A. Duriggins
  - (d) None of these
5. Separate identity of graphic design emerged in :
- (a) 16th century
  - (b) Late 16th century
  - (c) Late 19th century
  - (d) None of these
6. Book "Design" was conceived by :
- (a) Malthus
  - (b) Aldus manutins
  - (c) Both (a) and (b)
  - (d) None of these
7. In entertainment industry graphics is used for :
- (a) Script
  - (b) Dialogue
  - (c) Scene
  - (d) All of these
8. Graphic design is also used in :
- (a) Communication Industry

- (b) Printing Industry
  - (c) Entertainment Industry
  - (d) All of the above
9. Raff's book on design was published in :
- (a) 1925
  - (b) 1927
  - (c) 1929
  - (d) 1931
10. Arrangements of type includes :
- (a) Point size
  - (b) Line length
  - (c) Type face
  - (d) All of the above

