

**2012**

*Time : 3 hours*

*Full Marks : 80*

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

*The figures in the margin indicate full marks.*

*Answer from both the Group as directed.*

**Group – A**

Answer **all** questions.

1. Select the correct answer of the following :  
2×10 = 20

- (a) Graphics design is a part of :
- (i) Visual communication
  - (ii) Art work
  - (iii) Both (i) and (ii)
  - (iv) None of the above
- (b) Design and Manufacture Journal was published by :
- (i) Henry Cole

- (ii) W. A. Dwiggins
  - (iii) Both (i) and (ii)
  - (iv) None of the above
- (c) Kelmscott Press was associated with :
- (i) William Morris
  - (ii) Henry Cole
  - (iii) B. D. Jonathan
  - (iv) None of the above
- (d) The book on modern codification of typography is :
- (i) New Typography
  - (ii) Codified typography
  - (iii) Bauhaus
  - (iv) None of the above
- (e) The book "New Typography" was published in :
- (i) 1870
  - (ii) 1920

- (iii) 1930
  - (iv) None of the above
- (f) Page layout is :
- (i) Printed words on page
  - (ii) Film of the page
  - (iii) Design and placement of photo and content
  - (iv) None of the above
- (g) Typography is :
- (i) Type design
  - (ii) Type machine
  - (iii) Typed photo
  - (iv) None of the above
- (h) Professional graphics started in :
- (i) Early 20th Century
  - (ii) Before 2nd World War
  - (iii) Early 1960's
  - (iv) None of the above

- (i) First things first manifesto was introduced by :
- (i) Ken Garland
  - (ii) Maxwell
  - (iii) Randolf
  - (iv) None of the above
- (j) Graphic Design is the combination of :
- (i) Graphs, Chart and Diagram
  - (ii) Photo, Caption and Leads
  - (iii) Digital editing, Film processing
  - (iv) None of the above

**Group – B**

Answer any **four** questions : 15×4 = 60

2. What do you understand by Graphic Design ?  
What is its scope ?
3. Graphic Design may traced back in primitive age of civilization but as an art it taken shape in early 20th Century. Discuss.

4. What do you understand by page lay out ? What is its importance in printing ?
5. Communication of message is easier by Graphic rather in words. Do you agree ?
6. Explain briefly about image based design and print based design.
7. What are the important tools of graphic design ? Explain them.
8. What do you understand by Typography ? Explain.
9. What are the changing trends in using Graphic in print and web journalism ?
10. Discuss the significance of Graphics in Media.
11. What do you understand by print making ? What is the role of visual arts, typography and page lay out in print making ?

