THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

B.M.M.C.

BMM 3C 06—DESIGN AND PAGINATION

(2014—2016 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 15	Maximum : 15 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 15.

2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.

3. Each question is provided with choices (A), (B) and (C) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BMM 3C 06—DESIGN AND PAGINATION

(Multiple Choice Questions for SDE Candidates)

1. A dot or similar marking used to emphasize text :

    (A) Alphabet.

    (B) Bullet.

    (C) Icon.

2. In the book arena, the inside margins toward the back or the binding edges :

    (A) Spoilage.

    (B) Gutter.

    (C) Bleed.

3. Imprinted space around the edge of the printed material :

    (A) Proof.

    (B) Deck.

    (C) Margin.

4. Proof of type and graphics as they will look on the finished page complete with elements such as headings, rules and folios :

    (A) Page Proof.

    (B) Spoilage.

    (C) Manuscript.

5. L-shaped columns of text that wrap around art, ads or other stories :

    (A) Gutter.

    (B) Doglegs.

    (C) Fold.

6. A non-hard news story (a profile, preview, quiz, etc.) often given special design treatment :

    (A) Story.

    (B) Documentary.

    (C) Feature.

7. Large type running above or beside a story to summarize its content :

    (A) Cutline.

    (B) Headline.

    (C) Baseline.

8. A special headline treatment reserved for stories continued from another page :

    (A) Jump headline.   (B) Cutline.

    (C) Byline.

9. One of the four standard colors used to produce full-color photos and artwork: Cyan (blue), magenta (red) yellow or black :

    (A) Additive color.   (B) Process color.

    (C) Primary color.

10. Spot news or live and current news in contrast to features :

    (A) Folo.   (B) Bright.

    (C) Hard news.

11. First paragraph in a news story :

    (A) Initial cap.   (B) Lead.

    (C) Headline.

12. Space in a newspaper allotted to news, illustrations and other non-advertising material :

    (A) News Space.   (B) News hole.

    (C) Inset.

13. Event that develops and is covered over a period of time :

    (A) History.   (B) Feature.

    (C) Running story.

14. The equilibrium of various elements in the work of art :

    (A) Balance.   (B) Unity.

    (C) Symmetry.

15. A shape is an area enclosed by an outline :

    (A) 2-D.   (B) 3D.

    (C) Form.

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NOVEMBER 2021

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(2014—2016 Admissions)

Time : Three Hours   Maximum : 60 Marks

Section A

Answer all questions.
Each question carries 1 mark.

1. The blank space between two facing pages in the center of a newsletter :

    a) Folio.
    b) Gutter.
    c) Indent.
    d) None of the above.

2. Which among the following does not belong to additive colours ?

    a) Magenta.
    b) Red.
    c) Green.
    d) None of the above.

3. In digital imaging, ——————— is the smallest item of information in an image.

    a) Spot.
    b) Border.
    c) Pixel.
    d) None of the above.

4. ——————— is a computer font that has symbols and shapes that reused the code points designated for alphabetical or numeric characters.

    a) Dingbat
    b) Alphabet.
    c) Bullet
    d) None of the above.

5. The vertical space between lines of type is called :

    a) Wrapping.
    b) Leading.
    c) Kerning.
    d) None of these.

Turn over

6. ——————— is an example for a serif font type.

    a) Futura.

    b) Times New Roman.

    c) Arial.

    d) None of the above.

7. ——————— is an example for page design software.

    a) Microsoft Excel.

    b) Adobe Premiere.

    c) Adobe InDesign.

    d) None of these.

8. GSM, the unit of measurement for paper weight denotes :

    a) Grams per Square Matte.

    b) Grams per Square Metre.

    c) Gain per Square Metre.

    d) None of the above.

9. ——————— is a key phrase, quotation, or excerpt that has been pulled from an article and used as a page layout graphic element, serving to highlight a key topic.

    a) Pull quote.

    b) Pull over.

    c) Leading.

    d) None of the above.

10. ——————— is the art and technique of arranging fonts to make written language legible, readable and appealing when displayed.

    a) Monography.

    b) Cartography.

    c) Typography.

    d) Inch.

(10 × 1 = 10 marks)

Section B

Answer any six questions.
Each question carries 2 marks.

11. What is a reverse kicker headline ?

12. Explain the term galley proof ?

13. What is meant by Kerning ?

14. What do you mean by visual flow ?

15. What is meant by drop head in page layout ?

16. What are serif fonts ?

17. What is symmetrical balance in layout ?

18. What is minimalism in design ?

(6 × 2 = 12 marks)

Section C

*Answer any **three** questions.*
Each question carries 6 marks.

19. Explain the different elements of page design ?

20. Write a detailed note on the advantages of desk top publishing.

21. Discuss about the purpose of publication design.

22. What unity in a design ? How can a designer achieve it ?

23. Discuss about vertical and horizontal make-up schemes.

(3 × 6 = 18 marks)

Section D

*Answer any **two** questions.*
Each question carries 10 marks.

24. Discuss in detail the principles of design.

25. Explain the applications of Photoshop in newspaper design.

26. Compare the front page designs of Malayala Manorama and Mathrubhoomi dailies.

(2 × 10 = 20 marks)