

Register Number :

Name of the Candidate :

**1 3 2 1**

**B.Sc. DEGREE EXAMINATION, 2010**

( VISUAL COMMUNICATION )

( FIRST YEAR )

( PART - III )

( PAPER - II )

**140 . MEDIA WRITING AND GRAPHICS**

( *Revised Regulations* )

( *Including Double Degree* )

May ]

[ Time : 3 Hours

Maximum : 100 Marks

**SECTION - A** ( 8 × 5 = 40 )

*Answers any EIGHT questions.*

*All questions carry equal marks.*

1. What is the importance of 'font'?

**Turn Over**

2. How are proof - reading symbols classified ?  
Explain with symbols.

3. Write a note on the characteristics of inter-views.

4. Compare television writing with media writing.  
5. Describe the preparation of a layout.

6. Write a brief account of the parts of a book jacket.

7. State the uses of DTP software.

8. Describe the basic structure of off-set press.

9. Write a note on magnetograph.

10. Describe the working principle of a inkjet printer.

**SECTION - B** ( 3 × 20 = 60)

*Answer any THREE questions.*

*All questions carry equal marks.*

11. Explain in detail, the basic elements of news.  
12. Explain any eight basic rules of writing news for broadcasting.

13. Discuss the different types of newspaper.

14. Describe the procedure for screen printing.

15. Explain the different types of printing and its features.