

Total No. of Pages:

1

Register Number:

1314

Name of the Candidate:

B.Sc. DEGREE EXAMINATION, 2010
(VISUAL COMMUNICATION)
(THIRD YEAR)
(PART-III: PAPER-V)
620. COMPUTERS IN MEDIA DESIGN & LAYOUT
(New Regulation)
(Including Double Degree and Lateral Entry)

May]

[Time : 3 Hours

Maximum : 100 Marks

SECTION-A

Answer any EIGHT questions

(8×5=40)

1. What are the types of magazines? Explain its classifications.
2. Describe briefly about various magazine layouts.
3. Explain the works of a photographer.
4. Write a note on Magazine typography?
5. Discuss the factors involved in formatting a magazine.
6. Explain the editorial system of a magazine.
7. Explain the measurements to minimize the production cost of printing.
8. Explain the magazines that focuses on special audience
9. Explain the paragraph formatting controls of PageMaker.
10. List out the tools available in PageMaker.

SECTION-B

Answer any THREE questions

(3×20=60)

11. Describe briefly about mass communication and the factors involved in mass communication.
12. Explain the graphics and illustration used in the magazine.
13. Describe the production process of magazine.
14. Explain how to design cover page of a book.
15. Explain the menu commands and edit menu commands of PageMaker.
