

Total No. of Pages:

Register Number:

5355

Name of the Candidate:

**B.Sc. DEGREE EXAMINATION - 2011**

**(VISUAL COMMUNICATION)**

**(THIRD YEAR)**

**(PART- III) – (PAPER – XIII)**

**310. COMPUTERS IN MEDIA DESIGN AND LAYOUT**

**(Including Double Degree & Lateral Entry)**

December)

(Time: 3 Hours

Maximum: 100 Marks

**SECTION - A**

Answer any EIGHT questions.

(8 × 5 = 40)

1. How to prepare the sequences of pages for a magazine?
2. Mention the principle followed in Media layout.
3. List the typographic specification for newspaper.
4. Write short notes on “Production of Dummy”.
5. Differentiate between on-line and off-line systems.
6. Explain the text graphic integration in detail.
7. Analyse the newspaper “Indian Express”.
8. Analyse the news magazine “Front Line”.
9. Mention the salient features of page maker.
10. How to create layout in Pagemaker.

**SECTION - B**

Answer any THREE questions.

(3 × 20 = 60)

11. Explain the different styles of Newspaper headline in detail.
12. Explain in detail about the printing process adopted for Magazine and Newspaper.
13. Explain Electronic Pagemaker in detail.
14. Explain Market Trends in Print Media in detail.
15. Explain Quark Xpress in detail.

%%%%%%%%