

Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION, 2011

(VISUAL COMMUNICATION)

(FIRST YEAR)

(PART-III)

(PAPER-II)

140. MEDIA WRITING AND GRAPHICS

(Including Double Degree)

Dec.)

(Time: 3 Hours

Maximum: 60 Marks

SECTION-A

(8×5=40)

Answer any EIGHT questions

1. Give the purpose of style sheet.
2. How word choice create errors?
3. Mention the principles of script writing.
4. How document scripting is to be prepared?
5. Explain the technique of designing magazines.
6. What is meant by page setting?
7. List the principles of scanner.
8. Give the purpose of scanner.
9. What is OCR?
10. Explain the concept of Ink Jet printing.

SECTION-B

(3×20=60)

Answer any THREE questions

11. Explain the concept of Typography.
12. How to prepare for commercial writings.
13. Discuss the layout of Newspapers.
14. Mention the uses of computer software in type setting.
15. Discuss the role of computers in printing industry.
