



(For candidates admitted from 2004- 2006)

B. Sc. Degree Examinations, December – 2009

Part: III Branch: Visual Communication

Sixth Semester

GRAPHIC PRODUCTION

Time: 3 Hours

Maximum: 75 Marks

Section A – (15X 1 = 15 marks)

Give short answers to the following

1. Leading
2. Galley
3. RGB
4. Times New Roman
5. Rotary
6. Balance
7. DTP
8. Color negative
9. Half tone
10. Stencil
11. Slug
12. Agate line
13. Pica
14. Justification
15. Lay out

Section B– (5X 4 = 20 marks)

Answer ALL questions (either or type)

1. Explain the basic anatomy of type.
Or
Write a note on point system.
2. What are the elements of a good layout?
Or
Mention the classifications of typefaces
3. Describe the process of manual composing
Or
What is the principle behind phototype setting?
4. Elaborate on the principles of offset printing press.
Or
Discuss the advantages and disadvantages of screen printing.
5. Explain the colour separation process.
Or
What is colour correction?

Section B – (5 X 8 = 40 marks)

Answer ALL questions (either or type)

6. Design a brochure for an educational institution.
Or
How are fonts used in your favourite newspaper?

7. Have you been attracted to a poster recently? How were the visual elements organized and colours used?

Or

Examine any three news paper layout strategies you know. Illustrate your answer.

8. Analyze the strengths and weakness of computed aided print production.

Or

Exemplify the significance of Adobe pagemaker software in desktop publishing.

9. What is intaglio? Explain how the printing cylinder is prepared? Discuss the functioning of the gravure press.

Or

Illustrate the working principle of Letterpress printing.

10. Describe the process of preparing colour plates and how does the printer bring the near original colour combination?

Or

Elaborate the process to achieve four color printing.





Q. P. Code: 07DVC04

(For candidates admitted from 2007 onwards)

B. Sc. Degree Examinations, December - 2009

Part: III Branch: Visual Communication

Second Year

COMMUNICATION MEDIA

Time: 3 Hours

Maximum: 100 marks

**Answer any FIVE questions (5 x 20 = 100 marks)
All questions carry equal marks**

1. Enunciate Newspaper as medium of mass communication.
2. How will you classify the newspapers and magazines published in India?
3. What are the radio broadcast formats available in India? Also explain the ownership patterns of FM radio in India.
4. Prasar Bharati is old wine in new bottle. Do you agree?
5. Describe the interplay of cinema and politics in Tamilnadu.
6. Film industry has emerged as the single largest entertainer. Explain.
7. Describe how you will do background research work on a documentary on any aspect of your college history.
8. "The arrival of new media has altered the form and presentation of the existing media" – Comment.



Q. P. CODE: 07DVC06

(For candidates admitted from 2007 onwards)

B. Sc. Degree Examinations, December -2009

Visual Communication

Second Year

PHOTOGRAPHY

Time: 3 Hours

Maximum:100 marks

Instruction : 1.

2. Answer any FIVE questions (5X20=100 marks)

All questions carry equal marks

1. A picture can replace thousand words. How will you compose a frame to make true the statement?
2. Explain the concept of Depth of Field and Focal length in photography.
3. What is RAW image format? What type of changes can be done in this file format after shooting?
4. Elucidate the working principle of a Digital SLR camera with a help of a neat diagram.
5. Write a detail note on electronic dark room.
6. Briefly explain the features of any one photo editing software
7. Comment on any one popular photography website related to its content and user interactivity.
8. Mention the significance of photo editing software's for digital photos.