Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program: S.Y.B.A.JMC	**School of Liberal Arts**	**Department: Journalism & Mass Communication**
Course Code: MCA114R	**Course Title: Graphic Designing and Visual Images**	**Semester: IV**
Day and Date: Monday, 10th May 2021	**End Semester Examination**	**Time:2 Hrs. Max Marks:50**

Instructions: 1) All Questions are compulsory.

		Marks	Bloom's Level	CO
Q.1	**Answer the following (Any Two)**			
a)	Define graphic art. Identify the graphics of various media format and describe their characteristics.	8	L1	CO1
b)	What are the components of graphics? Define the characteristics and functions of each component.	8	L1	CO1
c)	Explain the colour theory of additive and subtractive colours.	8	L2	CO2
Q.2	**Answer the following (Any Two)**			
a)	Illustrate the terms: hue, value, and chroma.	8	L2	CO2
b)	Illustrate bitmap and vector images. Explain the various file formats used in prepress work.	8	L2	CO3
c)	What are the stages of layout planning? Describe the utilization of each stage to produce effective graphics.	8	L3	CO4
Q.3	**Answer the following (Any Two)**			
a)	Prepare a finished rough poster layout on 'Terrorism'. Write five alternative slogans/captions on it.	9	L3	CO4
b)	Make a list of graphic designing software. Simplify the basic features of CorelDRAW.	9	L4	CO5
c)	Why is the cover designing so important for the author, the designer, and publisher of the book? Explain the role and scope of each part of a cover design.	9	L5	CO6

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