

December 2019 (Reappear)

Writing & Designing for Print Media (JMC-102- A)

Time: 3 Hours

Max. Marks: 75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of PART-A in Short.
  2. Answer any four questions from PART-B in detail.
  3. Different sub-parts of a question are to be attempted adjacent to each other.

**PART-A**

- Q1**
- |     |  |       |
|-----|--|-------|
| (a) | Define News.                             | (1.5) |
| (b) | What does 5Ws and 1H mean?               | (1.5) |
| (c) | Define <del>Head</del> line.             | (1.5) |
| (d) | Define News Source.                      | (1.5) |
| (e) | What do you mean by Graphic Design?      | (1.5) |
| (f) | Define Sub Headline.                     | (1.5) |
| (g) | Explain contrast in principle of design. | (1.5) |
| (h) | What do you mean by editing symbols?     | (1.5) |
| (i) | Define lead in News story.               | (1.5) |
| (j) | Define Human interest News story.        | (1.5) |

**PART-B**

- Q2**
- |     |  |      |
|-----|--|------|
| (a) | Define News value? Explain different types of News values. | (10) |
| (b) | Explain importance of Lead in a News story.                | (5)  |
- Q3**
- |     |   |      |
|-----|---|------|
| (a) | Explain inverted pyramid pattern of News story. Discuss about its needs and usefulness. | (10) |
| (b) | Briefly discuss about different types of News stories.                                  | (5)  |
- Q4**
- |     |   |      |
|-----|---|------|
| (a) | Define Headline? Write down its significance and functions. | (10) |
| (b) | Explain dos and don'ts for writing Headline.                | (5)  |
- Q5**
- |     |   |      |
|-----|---|------|
| (a) | Explain the importance of Graphic design in communication and branding. Discuss about elements of graphic design. | (10) |
| (b) | Explain rules and borders of graphic design.  | (5)  |
- Q6**
- |     |   |      |
|-----|---|------|
|     | Write down on the following principle of design with example. | (15) |
| (a) | Balance and proportion  |      |
| (b) | Movement and Rhythm   |      |
| (c) | Focus   |      |
- Q7**
- |  |   |      |
|--|---|------|
|  | Define page make-up. Explain vertical, horizontal, diagonal and quadrant types of page make-up. | (15) |
|--|---|------|