

Name :

Roll No. :

Invigilator's Signature :

CS/BMS(H)/SEM-5/MMS-503/2009-10

2009

DESIGN & PAGE MAKE-UP

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives of the following : $10 \times 1 = 10$
 - i) What is the most popular way of designing newspaper pages ?
 - a) Vertical layout
 - b) Circus layout
 - c) Brace layout
 - d) Modular layout.
 - ii) Which Indian newspaper was the pioneer of modular layout ?
 - a) The Times of India
 - b) The Hindu
 - c) The Indian Express
 - d) None of these.



- iii) Which was the world's first newspaper ?
- a) Papyrus
 - b) Acta Diurna
 - c) The Gazette
 - d) None of these.
- iv) Space between pages in centre spread is called
- a) white space
 - b) gutter space
 - c) margin space
 - d) none of these.
- v) When it comes to front page layout greater emphasis is put on the
- a) middle of the page
 - b) above fold
 - c) below fold
 - d) both
- vi) Headline running over the nameplate across the top of page is known as
- a) Skyline
 - b) Ear-panel
 - c) Subhead
 - d) Banner Head.
- vii) Deck
- a) is space between columns
 - b) is smaller head under the main head
 - c) gives credit to reporters
 - d) none of these.
- viii) Kicker is
- a) placed above a larger headline
 - b) placed above a picture
 - c) placed above a hyperlink
 - d) none of these.



- ix) One Pica is equal to
- a) 10 pts
 - b) 11 pts
 - c) 12 pts
 - d) none of these.
- x) Hammer head is
- a) a hammer shape text
 - b) a big, bold word or phrase
 - c) a font style
 - d) none of these.

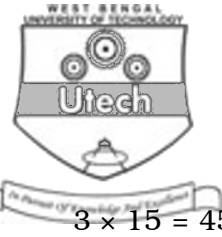
GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What is layout ? What are the purposes of layout ?
3. “The newspaper makeup wasn't planned - it evolved.”
Discuss briefly with reference to the historical development of page designing.
4. What is Circus Make-up ? Illustrate with diagram.
5. Write a short history about typography.
6. Newspaper page layout depends on eye movement. Describe.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. What is dummy ? Prepare a front page layout of Kolkata based daily with all of the major parts of a newspaper.
8. What is the importance of newspaper headlines ? Write about different types of headlines with example.
9. “Good pictures or graphics provide an additional element that is difficult to obtain through text alone.” Discuss in reference to newspaper page designing.
10. What kind of page layout dominates modern newspapers and what are its advantages ?
11. “Pictures represent 1000 words”. Write about the various tools and techniques of adding pix to the page.
12. What are the key elements of a web page ?
