

C 21634

(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism
JOU 4B 05—DESIGN AND PAGINATION
(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*Answer at least **ten** questions.
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.*

1. Berliner.
2. Balance.
3. Circus lay out.
4. Dummy.
5. Indesign.
6. Vertical makeup.
7. Masthead.
8. Harmony/unity.
9. Special interest newspaper.
10. Typography.
11. Focus.
12. Tomb-stoning.
13. Lead story.
14. Copy fitting.
15. Grid.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

- 16 Copy editing symbols are still relevant in editing. Do you agree ?
- 17 What is the need for modular planning ?
- 18 What is the need for special designs ?
- 19 What treatments are necessary for the front page ?
- 20 The treatment of the editorial page helps to distinguish between the content of the editorial page and news pages. Discuss ?
- 21 How should photographs be handled on a feature page ?
- 22 Is it ever appropriate to use a dummy now that editors are using the computer more and more ?
- 23 In what way can good design creates a personality for a newspaper ?

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

- 24 What are the various makeup structures ?
- 25 The emergence of computer has revolutionized the process and effectiveness of newspaper pagination- Establish.
- 26 "Page layout provides a way to catch and direct the user's attention". Elucidate.
- 27 What are the advantages of the makeup types ?

(2 × 10 = 20 marks)