



Date: 10-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. What are the essential principles of layout design in publication?
2. Briefly explain the importance of a grid system in publication design.
3. What is the role of typography in enhancing readability and visual hierarchy?
4. Explain the difference between serif and sans-serif fonts with examples.
5. Define white space. Why is it important in publication design?
6. What are the stages involved in the publication design process?
7. Write a short note on the use of color psychology in publication.
8. Discuss the role of cover design in attracting readers.

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Describe the workflow of designing a multi-page publication, from concept to print.
10. Compare and contrast digital publication and print publication in terms of design approach.
11. Analyze the impact of visual hierarchy and alignment in the readability of magazines or newspapers.
12. Discuss the contribution of InDesign or similar software tools in professional publication design.
13. Evaluate how branding and identity are reflected in corporate publications such as brochures or annual reports.
14. Choose a well-known magazine and critically analyze its publication design elements (layout, type, imagery, etc.).

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