

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course	: BCA(DES)	Date	: 13-Feb-26
Subject Code	: BCA-302(DES)-Graph.	Time	: 11:30am to 01:45pm
Subject Name	: Graphics typography	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Explain about type arrangement or justification in depth.
2. Write a detailed note on the principles applied in Document Design.
3. Discuss in details about decorative and display types.
4. Narrate the importance of layout in DTP and Printing in details.
5. Which points should be remembered while document designing?

Section B

Answer the following (Attempt any four) (20)

1. Explain hierarchy of size in typography.
2. Elaborate the process of copy preparation.
3. List and explain various font formats.
4. Write a short note on Type Classification.
5. Narrate in brief about digital type technology.
6. Discuss about hanging punctuation in short.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 The degree of difference between the thick and thin strokes in a font is called _____.
A Serifs B Stress
C Contrast D Fillips
- 2 One point = _____ of an inch
A 1/12 B 1/18
C 1/36 D 1/72
- 3 A process of adding or taking space away from specific pairs of letters is called _____.
A Leading B Kerning
C Spacing D Tracking
- 4 Line spacing is also called as _____.
A Leading B Baseline to baseline
C Interline D All of them

- 5 _____ typefaces were used in ads and flyers to grab attention with bold, square strokes.
- A Roman B Lineale
C Slab serif D Garalde
- 6 _____ margin uses 64 percent of the paper area for type.
- A Deluxe B Standard
C Classic D All of them
- 7 Display types usually sets at _____ points and above.
- A 8 B 10
C 12 D 14
- 8 Another name of PostScript Type 1 Fonts is _____ fonts.
- A True type B ATM
C Bitmap D OpenType
- 9 _____ fonts are a new font format developed by Microsoft with Apple.
- A Truetype B ATM
C PostScript Type 3 D Bitmap
- 10 The en dash is used with _____.
- A Numbers B Ranges
C Spans D Any of them

Part – B (Do as Directed)

(10)

- 1 Shorter line lengths require tighter tracking. True / False
- 2 Italic is the term used for slanted sans serif type. True / False
- 3 PostScript fonts are also called Type 1 fonts. True / False
- 4 Gutenberg's process involved striking a steel punch with a mirrored letter into softer metal. True / False
- 5 Harmony opposed to contrast, relates to the unity of all parts in the design. True / False
- 6 Script typefaces often reflect handwriting techniques. True / False
- 7 An asymmetrical layout creates a more dynamic use of white space. True / False
- 8 Typewriters use a ellipses for the em dash. True / False
- 9 Full form of tar is 'tape archive' format. True / False
- 10 Serif is an all-inclusive term for characters that have a line crossing the free end of a stroke. True / False
