

00403

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

**Term-End Examination
December, 2012**

MFW-070 : PRINT DESIGN

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions. Each question carries equal marks.

1. (a) Who was Johannes Gutenberg and what was his contribution to printing ? 5
- (b) Explain the different types of letter forms on the basis of design styles ? 5
2. (a) What types of design softwares are used in Designing ? 5
- (b) What is DTP ? Elaborate. 5
3. (a) State the types of printing papers and sizes available in the market. 5
- (b) What is typography ? Explain different types of graphic design. 5

4. (a) What is Digital-Pre-Press Technology ? 5
(b) What are the different printing methods used today ? 5
5. (a) How is Silk-Screen Printing different from Gravure Printing ? 5
(b) Explain the working of the letterpress and its different types. 5
6. (a) Write down the brief history of printing in India. 5
(b) Explain the process of silk-screen printing ? 5
7. (a) What factors are to be kept in mind before planning any design and print job ? 5
(b) What was the role of Christian Missionaries in the spread of printing ? 5
8. (a) What is the difference between Print and Electronic publications ? 5
(b) Explain the stages of Printing from concept to final printing on paper. 5
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