

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

Term-End Examination

00265

December, 2014

MFW-070 : PRINT DESIGN

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any five questions. Each question carries equal marks.*

1. Explain in detail the 4C process of problem solving in case of packaging design. 14
2. Discuss the rules to be kept in mind while designing a poster. Enumerate the strengths of a poster medium. 14
3. What criteria determine the selection of paper for printing ? Explain in detail the various types of papers used for printing. 14
4. What do you mean by creativity ? How does communication art become effective with a touch of creativity ? Explain in detail. 14
5. Proportion, rhythm, emphasis, harmony and unity are all used during the design process. Discuss the effect of each of them in design. 14

6. Discuss the advertisements in terms of its design brief and strategy development. *14*
 7. Describe the designing of printed pieces required to start a new business. *14*
-