

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

**Term-End Examination**

**December, 2013**

**MFW-070 : PRINT DESIGN**

00161

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any seven questions. Each carries equal marks.*

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1. What are the groups of materials used for packaging media ? Mention the characteristics of each group. 10
2. (a) What is the meaning of visual aesthetics ? Explain with suitable examples. 5+5=10  
(b) Write a short note on book cover design.
3. How does colour add value to a graphic design ? 10
4. Explain stencil or silk printing .Describe its major methods of stencil making or silk printing. 10
5. Explain the physical structure of typography. 10
6. Describe the steps involved in giving final touches to printed paper by the methods of folding, binding and finishing. 10
7. Discuss the advertisements in terms of its design brief, strategy development and creativity. 10

8. How is promotional literature different from other media advertisements ? Identify any forms of promotional literature and discuss their characteristics. 10
  9. Enlist all major printing processes that are being used today .Describe in brief any three of their basic principles and working process. 10
  10. Define a Poster. What are the strengths and weakness of a poster medium ? 10
  11. Discuss the use of principles of design during design process. 10
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