

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

Term-End Examination

December, 2015

MFW-070 : PRINT DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on the following : 5×2=10
 - (a) Types of Design Softwares used in Print Design
 - (b) Letterhead
 - (c) History of Printing in India
 - (d) Visual Aesthetics
 - (e) Brand Name, Logo

2. Discuss the guidelines that should be kept in mind while combining colours for graphic design. 10

3. Explain the offset process of printing in design.
What are its advantages and limitations ? 7+3=10

4. What criteria determine the selection of paper for printing ? Explain the various types of papers used for printing. 3+7=10

 5. Discuss the design brief and design approaches of advertisements with the help of an example. 10

 6. Effective posters can be created by following appropriate rules and overcoming its weak points. Elaborate. 10

 7. What is stencil and silk screen printing ? How are they different from each other ? 5+5=10

 8. Discuss the physical structure and helpfulness of typography in print design. 10

 9. List the various principles of design. How are they useful during design process ? 2+8=10

 10. Mention the characteristics of diverse groups of materials used as packaging media with examples. 10
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