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

Term-End Examination

June, 2012

MFW-070 : PRINT DESIGN

Time : 3 Hours

Maximum Marks : 70

Note : Answer any seven questions.

Each question carries equal marks.

1. (a) What is digital pre-press technology ? 5
(b) What are the different types of papers and sizes available in the market ? 5
2. (a) What factors are to be kept in mind before planning any design and print job ? 5
(b) How is Silk-Screen printing different from offset-printing ? 5
3. (a) Explain the process of offset printing. 5
(b) What are the types of printing ? 5
4. (a) What are the key concepts of print design ? 5
(b) What are the types of design softwares used in designing ? 5

5. (a) How did printing evolve in India ? 5
(b) What is the difference between print and Electronic publications ? 5
6. (a) What is typography ? Explain the different types of letter forms. 5
(b) What is digital print ? Why is it in expensive ? 5
7. (a) Write a note on the early publications in India. 5
(b) How did the old letter presses - work ? What are its types ? 5
8. (a) What is Gravure printing ? 5
(b) What is the difference between offset and digital printing ? 5
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