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

**Term-End Examination
June, 2013**

MFW-070 : PRINT DESIGN

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

Each question carries equal marks.

1. Explain how graphic art is a form of communication art. 10
2. Proportion, rhythm, emphasis, harmony and unity are all used during the design process. Discuss the effect of each in a design. 10
3. Discuss the design approaches used by advertisers to achieve their objectives. Support your answer with examples. 10
4. Describe the rules of poster design. Mention the steps involved in creating a poster. 5+5=10

5. Compare the characteristics of complementary, analogous, split complementary and monochromatic colour schemes. Mention their positive and negative effects with examples. 10
6. Discuss the functions of Typography. 10
7. Define On - Demand printing. Explain its various types. 10
8. Explain the various characteristics of paper. What criteria determine the selection of paper for printing ? 6+4=10
9. Enlighten the four elements - Text matter, advertisements, headlines and pictures of newspaper format. 10
10. Define Sign, Symbol, Trademark, Trade name, brand name, logo with examples. 10
11. Describe the designing of letter - heads, business cards to start a new business. 10
