

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

**00251**

**Term-End Examination  
June, 2017**

**MFW-070 : PRINT DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :** Answer any **seven** questions. All questions carry equal marks.

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1. (a) Describe digital pre-press technology in brief.  
(b) What are the different types of papers available in the market ? Write the sizes of papers available in the market. 5+5
2. (a) Explain the process of offset printing.  
(b) What is DTP ? Elaborate with its applications. 5+5
3. (a) Differentiate between conventional print and electronic publications.  
(b) Discuss how printing evolved in India. 5+5

4. Define Sign, Symbol, Trade mark, Trade name, Brand name and Logo with suitable examples. 10
  5. Explain the various characteristics of paper. Discuss the criteria for determining the selection of paper for printing. 10
  6. Describe the rules of poster design. Write the steps involved in creating a poster. 10
  7. What are the groups of materials used for packaging media ? Mention the characteristics of each group. 10
  8. (a) What is the meaning of visual aesthetics ? Explain with suitable examples.  
(b) Define typography. Explain different types of letter forms. 5+5
  9. Proportion, rhythm, emphasis, harmony and unit are used during the design process. Discuss the effect of each in a design process. 10
  10. Describe the procedure involved in giving the final touch to the printed paper by methods of folding, binding and finishing. 10
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