

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

Term-End Examination

00255

December, 2016

MFW-070 : PRINT DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. (a) Explain the different types of letter forms on the basis of design styles.
- (b) What is typography ? Describe different types of graphic design. 5+5
2. (a) Differentiate Silk-screen printing from Gravure printing.
- (b) What are the different types of letter press ? Describe the working of a letter press. 5+5
3. (a) Discuss the factors to be kept in mind before planning any design and print job.
- (b) Explain the role of Christian Missionaries in spreading printing in India. 5+5

4. Explain how graphic art is a form of communication art. 10
5. Discuss the design approaches used by the advertisers to achieve their objectives. Support your answer with examples. 10
6. (a) Explain types of design softwares used in designing.
(b) Write a short note on early publications in India. 5+5
7. Describe the process of designing letter-heads, business cards and posters for a new business. 10
8. Define On-Demand printing. Explain its various types. 10
9. What do you mean by creativity ? How does communication art become effective with a touch of creativity ? Explain. 10
10. Compare the characteristics of complementary, analogous, split complementary and monochromatic colour schemes. Discuss their positive and negative effects with suitable examples. 10
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