

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

Term-End Examination

December, 2017

00290

MFW-070 : PRINT DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the use of elements of design in the designing process. 10
2. What are the groups of materials used for packaging media ? Discuss the characteristics of each group. 10
3. Explain the various characteristics of paper and types of paper used in print media. 10
4. Discuss the use of principles of design in print design. 10
5. What do you mean by Creativity ? How does communication art become effective with a touch of creativity ? Explain in detail. 10

6. Discuss advertisements in terms of design brief and strategy development. 10
7. Describe the rules of poster design. Mention the steps involved in creating a poster. 10
8. Discuss the functions of typography with suitable examples. 10
9. How does colour add value to a graphic design ? 10
10. Write short notes on the following : $4 \times 2 \frac{1}{2} = 10$
- (a) Silk Printing
 - (b) Visual Aesthetics
 - (c) Brand Name and Logo
 - (d) Letterhead
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