

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

**Term-End Examination**

**00204**

**June, 2014**

**MFW-070 : PRINT DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any **five** questions. Each question carries equal marks.*

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1. What are the groups of materials used for packaging media ? Discuss the characteristics of each group. 14
2. Discuss the use of principles of design in print design. 14
3. Define a poster. What are the strengths and weaknesses of a poster medium ? Discuss in detail. 14
4. Explain the various characteristics of paper and also discuss various types of paper used in print media. 14
5. Describe the designing of letter-heads, business cards and envelopes. 14

6. What is stencil or silk printing ? Discuss in detail the major methods of stencil making. 14

7. Write short notes on any **four** of the following :  $4 \times 3 \frac{1}{2} = 14$

- (i) Leaflet
  - (ii) Visual Aesthetics
  - (iii) Brand Name, Logo
  - (iv) Complementary and Analogous colour scheme
  - (v) Functions of Typography
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