

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

**Term-End Examination**

**June, 2015**

**00146**

**MFW-070 : PRINT DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Discuss the use of elements of design during design process. 10
2. Elaborate on functionality and structure of typography. 10
3. Explain the characteristics of paper with its various types. 10
4. List the various colour schemes. Discuss their characteristics along with their positive and negative effects in designing. 2+8=10
5. Explain the 4C process of problem solving in case of packaging design. 10

6. Discuss the rules to be kept in mind while designing a poster. What are the strengths of a poster medium? 5+5=10
  7. Name the forms of printed pieces required to start a business. Discuss the designing of letter-heads, business cards and envelopes. 2+8=10
  8. Give the list of all major printing processes that are being used today. Describe the basic principles and working processes of any three in brief. 2+8=10
  9. Discuss the design approaches used by advertisers to achieve their objectives. Support your answer with examples. 10
  10. What do you mean by creativity? How does communication art become effective with a touch of creativity? 2+8=10
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