

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

00858

Term-End Examination

June, 2011

MFW-070 : PRINT DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. (a) What are the different types of Papers and sizes available in the market for printing ? 5
(b) Describe in detail the history of printing. 5
2. (a) How is silk screen printing differ from offset printing ? 5
(b) What is digital pre-press ? 5
3. (a) How did printing evolve in India ? 5
(b) Explain what is typography. How does it differ from letter forms ? 5
4. (a) What was the role of Christian Missionaries in spreading of printing in India ? 5
(b) What do you mean by different types of printing ? 5

5. (a) What is the process of offset printing ? 5
(b) What are the various factors to be kept in mind while planning any design and print job ? 5
6. (a) What are the different types of design softwares used in print design and how are they differ from each other ? 5
(b) Explain the different types of letter forms on the basis of design styles. 5
7. (a) What is the difference between the process of silk screen printing and offset printing ? 5
(b) What are the advantages and disadvantages of printing with reference to Silk - Screen Printing ? 5
8. (a) Discuss in brief the impact of internet on printing. 5
(b) What are the different factors kept in mind while preparing any estimate for a printing job ? 5
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