

PT9201 Designing and Planning for Print Production

Max. Marks : 100

Total Time : 3 Hours

**PART A**

(10 X 2 = 20 marks)

Answer ALL Questions

All questions carry equal marks

1. Explain briefly the objectives of Designing.
2. Define "Balance" with respect to print designing..
3. What is the role of a Publisher in Designing?
4. Explain the role of culture with respect to Designing
5. What do you mean by Perception?
6. Describe briefly "Proportion" with respect to Designing.
7. What do you mean by Halftone?
8. List out all the objectives of a Designer..
9. Draw the features of a typical newspaper layout
10. What do you mean by Sequence in Designing?

**PART B**

(5 X 16 = 80 marks)

Answer ALL Questions

All questions carry equal marks

11. Draw a layout for printing a book of size A4, Portrait format, Side opening, 232 inner Pages and 4 page wrapper. Four colours are used to print the book. The machine size available is Double Demy. Also Indicate the ideal paper size, number of sheets to be printed and the method of printing to be used for the cover and inner pages, if 50000 books are required.

12. (a) Describe in detail with appropriate sketches all the different types of layouts used by designers.

(OR)

- (b) Describe in detail with suitable diagrams the offset printing process.

13. (a) Explain in detail the communication model used in designing

(OR)

- (b) Describe in detail the gravure printing process with diagrams.

14. (a) Describe in detail with suitable diagrams the principles of colour in designing

(OR)

- (b) Explain in detail the role of "Advertising and Design Management"

15. (a) Describe in detail the capabilities and limitations of major media like Newspapers, Magazines etc.,.

(OR)

- (b) Write short notes on (i) Various Non impact Printing Methods (ii) Ingredients of a graphic design.