

B.E End Semester Examination
College of Engineering Anna University, Chennai
PT9201 Designing and Planning for Printing Roll No _____
B.E (Full Time – III Sem.) Printing Technology

Time: 3.00 Hrs

Max. Marks: 100

Part A (10 x 2 = 20)
Answer ALL Questions
All questions carry equal marks

1. Define "Balance" in Design
2. Describe "simplicity" with an example from Print Media.
3. Define "Proportion" and give an example of "Proportion" from Print Media.
4. What do you mean by Advertising?
5. Briefly explain "The Subtractive theory of Color" with an appropriate example.
6. List out the steps involved in Effective Communication.
7. Briefly explain the need for Designing
8. What are the functions of an advertising agency?
9. Explain "Halftone" with an example.
10. Describe briefly "The history of Printing".

Part B (5 x 16 = 80)
Answer ALL Questions
All questions carry equal marks

11. Explain in detail with examples and diagrams the various types of layouts used in Print Designing.

12. (a) Describe in detail with appropriate sketches the Offset Printing Process in detail.
(OR)

(b) Explain in detail the Gravure Printing process with appropriate diagrams

13(a) Describe in detail the diagrams the "Mind Mapping Technique used in Creativity.
(OR)

(b) Describe the complete Design Management process in detail with examples.

14(a) Describe in detail the methods of applying the various design principles to newspapers and magazines.

(OR)

(b) Describe with a flowchart and examples the communication model used in advertising.

15(a) Describe in detail with diagrams (i) Ink jet printing and (ii) Screen Printing
(OR)

(b) Write detail notes on (i) Cartography (ii) Pre-Press work flow