

B.E. (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2012
PRINTING TECHNOLOGY BRANCH
THIRD SEMESTER
PT 271 – DESIGNING AND PLANNING FOR PRINT PRODUCTION
(REGULATIONS 2004)

Time: 3 hr

Max Mark: 100

Answer ALL Questions
Part – A (10 x 2 = 20 Mark)

1. Mention the types of relief printing process and list out the differences between them.
2. Differentiate between a positive working plate and a negative working plate?
3. What are the ways by which dominance be created in a printed job?
4. What is a Layout?
5. List out the types of software's used for creating graphics
6. Write down any two features of Illustrator software?
7. Define 'marketing mix'?
8. Draw the flow diagram for centralized and decentralized advertising department
9. What is known as abstract symbols in map design?
10. List out the basic elements of a map?

Part – B (5 x 16 = 80 Mark)

11. (i) Explain with neat diagram, the gravure cylinder preparation using electromechanical process. (8)
- (ii) Discuss on the parts of an offset printing machine with neat sketches. (8)
12. (a) What are the visual ingredients of graphic design? Explain any four of them in detail
- (or)
- (b) (i) What is Creativity? Explain in detail the different steps in creativity? (10)
- (ii) Explain briefly the different types of originals used in printing (6)
13. (a) List out the categories of tools in Photoshop's toolbox and explain them in detail.
- (or)
- (b) Write down and explain the application of 'Indesign' software.
14. (a) (i) List out and explain the different types of Advertising agencies (8)
- (ii) Discuss about the functions and benefits of advertising (8)
- (or)
- (b) (i) Write down the basic principles of client – agency and agency – media relationship and how does these relationship break (8)
- (ii) Advertising act as a mass communication medium – Discuss (8)
15. (a) What is known as Cartography? Explain about geographic cartography
- (or)
- (b) Discuss on the different techniques used for map production and list out the advantages and disadvantages