

B.E. (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2012
PRINTING TECHNOLOGY BRANCH
THIRD SEMESTER
PT 9201 – DESIGNING AND PLANNING FOR PRINT PRODUCTION
(REGULATIONS 2008)

Time: 3 hr

Max Mark: 100

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

1. Define two roll system and three roll system in flexographic printing
2. What is known as 'mesh count and mesh grading' in screen printing?
3. List out the visual ingredients of graphic design?
4. What is known as typography?
5. State the need of preparing a dummy during layout?
6. List out the components of a layout?
7. What is known as transit advertising?
8. What are the points to be taken care while designing a banner?
9. Define "marketing mix"?
10. What are the different types of knife motion in a cutting machine?

Part – B (5 x 16 = 80 Mark)

11. With neat diagram, explain the parts of an offset printing machine and also discuss the different types of press design used in offset process.
12. (a) (i) What is creativity? Explain in detail the different steps in creativity (10)
 (ii) List out the types of originals and explain them in detail. (6)
 (or)
 (b) (i) What is known as 'Brainstorming' and list out the steps to be followed during brainstorming? (8)
 (ii) How does the printer classify color printing and discuss them in detail (8)
13. (a) What is a Layout? List out and explain in detail the stages involved in the preparation of a layout.
 (or)
 (b) (i) What is known as marking-up and discuss on it. (8)
 (ii) Discuss about the purpose and advantages of layout. (8)
14. (a) Discuss briefly about the procedures to be followed while designing a magazine, poster, booklet and newspaper?
 (or)
 (b) Explain the various map production techniques and list out their advantages and disadvantages.
15. (a) (i) List out the various printing processes and state its limitations. (6)
 (ii) Explain briefly the selection and specification of ink and paper used for production of printed product. (10)
 (or)
 (b) (i) What are the different methods used for securing the folded sheets in print finishing? Explain any one in detail. (8)
 (ii) Discuss on the relationship between designer, customer and printer? (8)