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ANNA UNIVERSITY (UNIVERSITY DEPARTMENTS)

B.E. / B. Tech / B. Arch (Full Time) - END SEMESTER EXAMINATIONS, MAY 2025

PRINTING AND PACKAGING TECHNOLOGY

Third Semester

PP23302 – DESIGN FOR PRINT MEDIA

(Regulation 2023)

Time: 3hrs

Max.Marks: 100

CO 1	Apply the design principles in print product design
CO 2	Explain the significance of typographic and image acquisition parameters
CO 3	Summarize the principle of tone and color reproduction
CO 4	Compare the capabilities of printing processes
CO 5	Select optimal materials and processes suitable for various print products

BL – Bloom's Taxonomy Levels

(L1 - Remembering, L2 - Understanding, L3 - Applying, L4 - Analysing, L5 - Evaluating, L6 - Creating)

PART- A (10 x 2 = 20 Marks)

(Answer all Questions)

Q. No	Questions	Marks	CO	BL
1	Define graphic design?	2	1	L1
2	What is a rough sketch?	2	1	L2
3	What do you mean by Generative AI?	2	2	L1
4	What are the files formats used for print production.	2	2	L2
5	What do you mean by Gray levels?	2	3	L2
6	List out the uses of colour in Graphic Design?	2	3	L2
7	Write about the Ballard skin method.	2	4	L1
8	Draw a diagram illustrating the principle of an offset press?	2	4	L2
9	What are the advantages of Varnishing?	2	5	L2
10	What do you mean by hot foil stamping?	2	5	L1

PART- B (5 x 13 = 65 Marks)

(Restrict to a maximum of 2 subdivisions)

Q. No	Questions	Marks	CO	BL
11 (a) (i)	What are the various stages of layout preparation?	5	1	L4
(ii)	Explain the types of layout used in graphic design.	8	1	L4
OR				

11 (b) (i)	What are components of graphic design elements.	5	1	L4
(ii)	Explain the basic rules of creating a print design.	8	1	L3
12 (a) (i)	Write about the Anatomy and Taxonomy of Typefaces with neat sketches	13	2	L3
OR				
12 (b) (i)	Discuss about vector and bitmap images	8	2	L3
(ii)	Explain about PDF and its applications	5	2	L4
13 (a) (i)	Explain in detail about the Additive and Subtractive color reproduction with neat sketch.	8	3	L3
(ii)	Discuss the various ways of Quantifying colour.	5	3	L4
OR				
13 (b) (i)	Discuss about Amplitude modulation and Frequency modulation	6	3	L4
(ii)	Explain in detail the various aspects of the requirements of print quality.	7	3	L3
14 (a) (i)	Explain the uses of a copper cylinder in the Gravure printing process	5	4	L3
(ii)	Describe the process of Flexography with diagrams.	8	4	L4
OR				
14 (b) (i)	Explain in detail the sheet-fed offset presses with neat sketches	7	4	L4
(ii)	Write short notes on the various non impact printing technologies.	6	4	L4
15 (a) (i)	Discuss the various finishing operations in printing	8	5	L4
(ii)	Explain briefly the relationship between the designer, customer and the printer.	5	5	L4
OR				
15 (b) (i)	Briefly discuss about the standard paper and board sizes used in printing.	7	5	L4
(ii)	Discuss the selection requirements of ink for printing.	6	5	L5

PART- C (1 x 15 = 15 Marks)
(Q.No.16 is compulsory)

Q. No	Questions	Marks	CO	BL
16.	Design two types of layouts for a college magazine covering the various activities of students.	15	2&5	L5

