

**II SEMESTER M.TECH (PRINTING AND MEDIA TECHNOLOGY)
 END SEMESTER EXAMINATIONS, MAY 2016**

**SUBJECT: OPEN ELECTIVE
 ADVANCED GRAPHIC AND PUBLISHING DESIGN [PME 540]**

REVISED CREDIT SYSTEM

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

- ❖ Answer **ANY FIVE FULL** questions.
- ❖ Missing data may be suitable assumed.

1A. In Adobe InDesign, explain two procedures of adding BLANK pages to the document, other than from the new document dialog box. **[3]**

1B. Explain the significance of OPTION bar available in Adobe Photoshop. **[3]**
 Give the names of the following tools available in Adobe Photoshop and mention their functions:



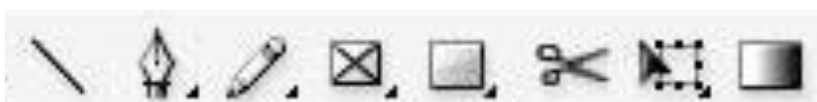
1C. Explain "COLOR" as a design element. Explain four basic color combinations used to create harmonious layouts. **[4]**

2A. Using Adobe Illustrator, write a note on manipulating artwork with effects. **[3]**
 Mention three effects with suitable examples.

2B. Explain the functions of six PANELS used in Adobe Photoshop **[3]**

2C. Define graphic design. Brief on role of graphic designers. What is the impact of 'the human factor' on graphic designing? **[4]**

- 3A.** With a neat representation, explain the six types of GUIDES used in Adobe InDesign. [3]
- 3B.** Explain with suitable examples, principle of BALANCE and principle of CONTRAST. [3]
- 3C.** Explain in brief, eight advertising appeals with appropriate examples for each. [4]
- 4A.** In adobe Illustrator, explain on viewing and using RULERS. Give the steps on changing the RULER options. [3]
- 4B.** Elaborate on concepts of Information, Redundancy, and Noise which help to clarify some communication design problems. [3]
- 4C.** Explain the six production stages involved in Graphic Design Process [4]
- 5A.** Give the names of the following tools available in Adobe InDesign and mention their functions: [2]



- 5B.** In Adobe Photoshop, explain the four main type of SELECTION tools used with its functions. [4]
- 5C.** Explain the six parts of the magazine on the basis of sequence of pages and production planning. [4]
- 6A.** Give the names of the following tools available in Adobe Illustrator and mention their functions: [2]



- 6B.** Draw a neat labeled diagram of the LAYER pallet in Adobe Photoshop. [4]
 Explain four different types of layers.
- 6C.** Explain four components each from preliminaries; the text; and back matter of elements of a book from design perspective. [4]