



III SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)

END SEMESTER MAKE-UP EXAMINATIONS, DEC/JAN 2016-17

SUBJECT: ELECTRONIC COMPOSITION [PMT 2103]

**REVISED CREDIT SYSTEM
(28/12/2016)**

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

- ❖ Answer **ALL** the questions.
- ❖ Missing data may be suitable assumed.

- 1A. Explain the planning stage of designing a brochure. How can you organize planning around 3 F's of communication? Explain with a suitable example.
- 1B. How important is the document setup phase for a magazine job? Explain the various aspects involved with respect to magazine job in each stage of the phase.
- 1C. Explain the psychology of a typeface.

[04 + 04 + 02]

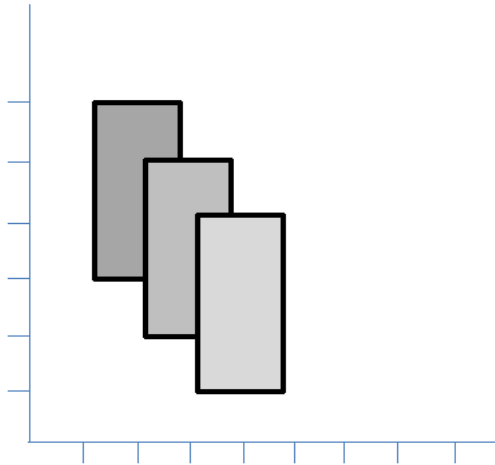
- 2A. What is the importance of Conceptualization stage in desktop publishing? Explain the various 'visual sign posts' and explain its importance.
- 2B. With a neat diagram, explain the working of a 'PMT' scanner.
- 2C. Explain 4 advantages and 4 uses of Portable document format.

[04 + 04 + 02]

- 3A. Explain the important factors to be considered while choosing a typeface.
- 3B. A book is to be designed having the title "ELECTRONIC COMPOSITION". Give the orderly arrangement of pages and sections for the same. Explain the importance of these sections and the design aspects to be taken care while designing this book.
- 3C. A customer wants to include a photograph in his book. He has the original with a size of 4x4 inch. He wants it at 50% of the original size with an output resolution of 600 dpi. Determine the scanning resolution.

[04 + 04 + 02]

4A. Write a postscript to have the following output:



The Gray levels are 0.8, 0.6 and 0.4 respectively

4B. Identify the two most appropriate elements and two most appropriate principles of design for the following figure. Justify your answer. Also, explain the importance of the identified elements and principles in design.



[06 + 04]

5A. A printing press receives the following job manuscript:

To print a text book on 'PRINTING TECHNOLOGY' which contains 820 pages including 4 pages for contents, one half-title page, one title page, one foreword and one dedication page. The customer insists on having 24 lines per page irrespective of the page size. The appropriate font face has to be chosen by the designer, but the specification of 12 point size is provided. The printers' house style states a default leading.

The page is set in 24×38 pica ems. What will be the total number of pages in the book if each line of the text has 8 words in it? Customer includes a last minute addition of 4 pages of index and 4 end pages for the completion of the book, calculate the number of pages.

Follow en-count method for calculations.

5B. Explain the considerations to be made while designing a newspaper.

5C. What is OCR? Explain its working principle.

[05 + 03 + 02]