Reg. No.									

MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL
A Constituent Institution of Manipal University

III SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)
END SEMESTER EXAMINATIONS, NOV/DEC 2016
SUBJECT: ELECTRONIC COMPOSITION [PMT 2103]
REVISED CREDIT SYSTEM
(25/11/2016)

Time: 3 Hours   MAX. MARKS: 50

Instructions to Candidates:
- ❖ Answer **ALL** the questions.
- ❖ Missing data may be suitable assumed.

1A. Explain the following typeface classification with its uses:

  i. Text   **ii.** San Serif   **iii.** Script   **iv.** Novelty

1B. What are the functions of a Magazine? Explain the steps involved in designing of a magazine.

1C. Name the parts of the type in figure below:

[04 + 04 + 02]

2A. Identify any 2 elements and two principles of design in the following image and justify. Explain the importance of identified elements and principles in design.

2B. What care has to be taken for color, font and image selection stages of design phase? Explain each in detail.

2C. Explain the following with suitable examples:

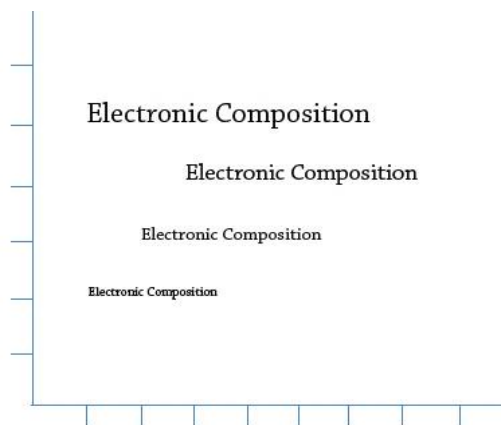 **i.** Resolution   **ii.** Tone   **iii.** Bit depth

[04 + 03 + 03]

3A. A brochure is to be designed for a travel agency which is planning for winter vacation. Explain the planning of brochure under 3F's of communication.

3B. A printing job requires designing a poster for drama competition. Explain the steps involved in document format decision stage in detail.

3C. With a neat diagram, explain the working of a 'CCD' scanner.

[04 + 03 + 03]

4A. A manuscript for the text of a book consists of 300 typed pages each with 18 lines and an average of 8 words to a line. It also contains 15 typed pages of appendix each with 22 lines and an average of 7 words to a line.

How many pages the book shall make in A5 size set to 24ems pica measure and 40ems pica depth, if the text is composed in 10 point Times Roman and the appendix in 8 on 10 point Times Roman type? Give allowance for 10 chapters and 6 pages of preliminary matter. Follow word count method.

4B. 'Handbook of Print Media' – a reference book for printing technology is to be designed. 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.

4C. What are the types of Voice input systems? Explain their process and applications.

[05 + 03 + 02]

5A. Write a postscript to have the following output:

Text is in Arial Font with font size (from top to bottom) 20pt, 18pt, 16pt and 12pt respectively.

5B. Explain the steps involved in 'images phase' of desktop publishing.

5C. Explain the following file formats in detail:

     a. EPS   b. TIFF

[06 + 02 + 02]