

Reg. No.



Manipal Institute of Technology, Manipal

(A Constituent Institute of Manipal University)



III SEMESTER B.TECH (PRINT AND MEDIA TECHNOLOGY)

MAKE-UP EXAMINATIONS, DEC 2015 – JAN 2016

SUBJECT: ELECTRONIC COMPOSITION [PMT 2103]

REVISED CREDIT SYSTEM

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

- 1A.** Identify the types of dashes in each of the following statements. Explain each identified dash with their importance: **04**
- a. More than one-half of the student body voted for removing soda machines from campus*
 - b. When I was driving—well, asleep at the wheel—I got into an accident*
 - c. Jim was interested in the pre—Civil War era*
 - d. Wish you would—oh, never mind, I taught it was a New York—London flight*
- 1B.** Explain 4 uses and 4 advantages of Portable Document format in detail. **04**
- 1C.** The issue of readability is always linked to legibility issue – Justify. **02**
- 2A.** A printing job requires designing a poster for drama competition. Explain the steps involved in document format decision stage in detail. **04**
- 2B.** 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. **04**



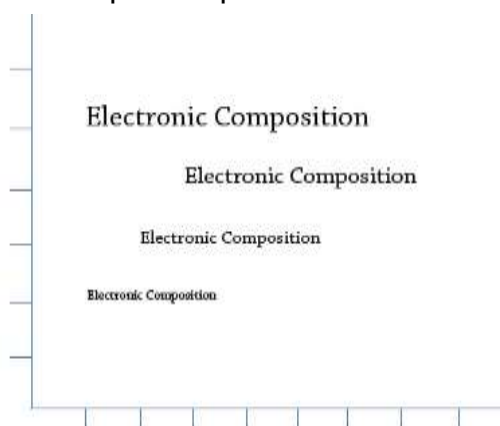
- 2C.** Define the following with suitable examples: **02**
- a. Tracking
 - b. Kerning
 - c. Leading
 - d. Font

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- 3A.** Explain the planning stage of designing a brochure. How can you organize planning around 3 F's of communication? Explain with a suitable example. **04**
- 3B.** Explain the roman typeface and its classifications. How do the characteristics of each differ from one another? Mention the uses for each. **04**
- 3C.** Explain the psychology of typeface in detail. **02**
- 4A.** Write a postscript to have the following output: **05**



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

- 4B.** What is the importance of Conceptualization stage? Explain the various visual sign posts and explain its importance. **03**
- 4C.** With a neat sketch, explain the working of a Charged Couple Device system. **02**
- 5A.** A manuscript for the text of a book consists of 350 typed pages each with 22 lines and an average of 8 words to a line. It also contains 15 typed pages of appendix each with 20 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. **05**
- 5B.** For a graphic print production workflow, explain the following phases: **03**
- a.** Idea and Concept **b.** Creative production **c.** Industrial Production
- 5C.** State and explain the typographic commandments. **02**