Instructions to Candidates:

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

1A. A printing job requires printing a travel brochure for a travel agency. The highlight will be special package for New Year 2016. Explain the steps designer has to work in 'Design Phase' of desktop publishing.   **04**

1B. With two examples for each, explain the following: **04**
a. Hyphen   **b.** En-dash   **c.** Em-dash   **d.** Widow and Orphan

1C. Define the following with suitable examples: **02**
a. Pitch   **b.** Point   **c.** Mono Spacing   **d.** Proportional Spacing

2A. 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.   **04**

2B. Explain the 8 steps of Graphic Print Production workflow in detail.   **04**

2C. Explain how the factor 'appropriateness' affect in choosing a typeface.   **02**

3A. Explain the following typeface classification with its uses: **04**
a. Text   **b.** San Serif   **c.** Script   **d.** Novelty

3B. A printing job requires designing a brochure for a Screen printing workshop. The workshop will be for two days and held by department of Printing & Media Engineering. How can the planning of this brochure be organized using 3F's of communication? Explain.   **04**

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3C. With a neat sketch, explain the working of Photomultipler tube in detail. **02**

4A. A printing press receives the following job manuscript: **05**

To print a text book on 'ELECTRONIC COMPOSITION' which contains 550 pages including 3 pages for contents, one half-title page, one title page, one foreword and one dedication page. The customer insists on having 42 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 by the customer. The printers' house style states a default leading since there is no specification provided by the customer.
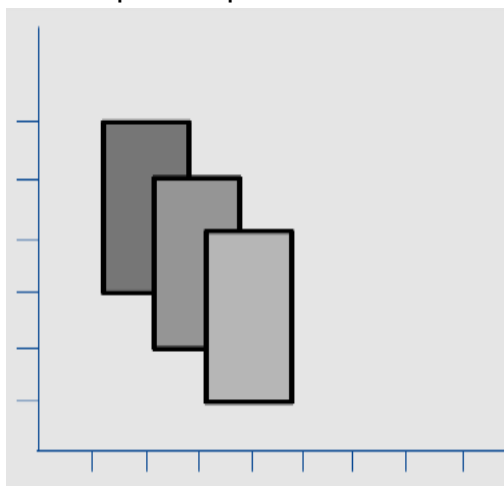
The depth of the printed page is given to be 40 pica ems and measure of the printed page is given to be 24 pica ems. What will be the total number of pages in the book if each line of the text has 8 words in it? Customer includes a last minute addition of 4 pages of index for the completion of the book, calculate the number of pages.

Follow en-count method for calculations.

4B. 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. **03**

4C. Explain the aspects that make a good scan. **02**

5A. Write a postscript to have the following output: **05**

The Gray levels are 0.8, 0.6 and 0.4 respectively

5B. Explain the following file formats in detail: **03**
  a. BMP   **b.** EPS   **c.** TIFF

5C. What is OCR? Explain its working principle. **02**