



SECOND SEMESTER M.TECH. (PRINTING AND MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, APR/MAY 2017

Open Elective - Graphic and Publishing Design [PME 5261]

REVISED CREDIT SYSTEM

(03/05/2017)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

1A. Bring out the significance of the following used in Adobe InDesign:

- (a) Application Bar (b) Control Panel (c) Panel Menu

1B. “Handling of design for books is different from handling of design for other publications.” Elaborate on how it’s different from other publications.

1C. What is the role of Photoshop re-touching tools in graphic designing? Name the following Adobe Photoshop tools and mention the functions of these tools used in re-touching photos for various publications.



[03 + 03 + 04]

2A. What is the role of creativity and strategy? How does the creative process begin with visualization? Elaborate.

2B. Explain six content of the book anatomy from the Preliminaries.

2C. Explain the significance of the ‘Options Bar’ available in Adobe Photoshop.

[03 + 03 + 04]

- 3A.** Explain the concepts of Information, Redundancy, and Noise influencing the communication design.
- 3B.** Explain the four classification of Magazines for the purpose of designing.
- 3C.** Explain the four 'Selection Tools' used in Adobe Photoshop. Give suitable examples for the use of selection tools.

[03 + 03 + 04]

- 4A.** Explain the design approach for handling cover page and content pages of a magazine.
- 4B.** Elaborate on the "Working with Panels" inside Adobe Illustrator.
- 4C.** Explain the two roles of the graphic designer. Explain the design element "Shape" and its variants.

[03 + 03 + 04]

- 5A.** With neat tool icons, explain the functions of 12 tools from the tool panel used in Adobe Illustrator.
- 5B.** Explain the four steps involved in the design approach. Give suitable graphic design examples for each step.
- 5C.** Explain the procedure to handle text for various publications using Adobe InDesign:
- (a) To flow text onto fixed number of pages
 - (b) To auto-flow text into pages
 - (c) To semi auto-flow the text into pages
 - (d) To manually flow the text into pages

[03 + 03 + 04]