



### II SEMESTER M.TECH. (PRINTING AND MEDIA TECHNOLOGY)

#### END SEMESTER EXAMINATIONS, APRIL 2018

#### OPEN ELECTIVE: GRAPHICS AND PUBLISHING DESIGN [PME 5261]

#### REVISED CREDIT SYSTEM

(30/04/2018)

Time: 3 Hours

MAX. MARKS: 50

#### Instructions to Candidates:

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

- 1A. Explain graphic space with respect to spatial field and the nature of human vision.
- 1B. Explain the element of design "COLOR". Give four color symbolism of Orange and Pink. Explain the analogous color scheme, and mention its pros and cons.
- 1C. Explain principle of balance and its two variants. Explain principle of contrast and four common methods of creating contrast.

[ 03 + 03 + 04 ]

- 2A. Explain the four steps involved in the design approach of an ad design.
- 2B. Explain the process of visualization. Explain the four stages in the workflow from client design brief to billing.
- 2C. What is a design brief? Explain four advertisement appeals. Bring out the disadvantages of advertisements in Direct Mail, Television and Radio.

[ 03 + 03 + 04 ]

- 3A. Write a note on organizing the manuscript for book design and explain the editorial planning, which affects the magazine design.
- 3B. Explain the six components from "Running text / body of the book" with respect to the anatomy of book.
- 3C. Explain the use of panels. Elaborate on 'Action Panel' and 'History Panel' used in Adobe Photoshop. With a neat diagram explain the layer panel available in Adobe Photoshop.

[ 03 + 03 + 04 ]

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**4A.** Identify the tool from its associated 'Options Bar' available in Adobe Photoshop.



Explain the options available in this option bar.

**4B.** Explain the 'Marquee Tools' and 'Lasso Tools' used in Adobe Photoshop. Give suitable examples for the use of these selection tools.

**4C.** Explain the procedure to handle text for various publications using Adobe InDesign:

(a) To manually flow the text into pages (b) To semi auto-flow the text into pages

(c) To auto-flow text into pages (d) To flow text onto fixed number of pages

**[ 03 + 03 + 04 ]**

**5A.** Explain with a neat line diagram the six different types of GUIDES on a page in Adobe InDesign.

**5B.** With neat tool icons, explain the functions of 6 tools from the tool panel used in Adobe Illustrator.

**5C.** Elaborate on the "Working with Panels" inside Adobe Illustrator.

**[ 03 + 03 + 04 ]**