



III SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, NOVEMBER 2018

SUBJECT: ELECTRONIC COMPOSITION [PMT 2103]

**REVISED CREDIT SYSTEM
 (22/11/2018)**

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

1A. Explain the psychology of Typeface.

1B. Explain the Graphic Print Production Workflow in detail.

1C. Explain the following:

- a.** Resolution **b.** Bit Depth **c.** Tone **d.** Image Size

[02 + 04 + 04]

2A. Explain the following with suitable examples:

- a.** Pitch **b.** Point **c.** Typeface **d.** Type Family

2B. Explain the following:

- a.** Lossy and lossless compression **b.** PDF **c.** EPS **d.** TIFF

2C. State and explain the typographic commandments.

[02 + 04 + 04]

3A. "Issue of readability is always linked to legibility." Explain.

3B. Explain the planning stage of designing a brochure. How can you organize planning around 3 F's of communication? Explain with a suitable example.

3C. 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 24 ems pica measure and 40 ems 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.

[02 + 04 + 04]

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4A. Explain the following text input methods in detail:

- a.** OCR **b.** Voice

4B. A job is to design a brochure for a workshop on “Photography” to be conducted by department of Printing and Media, MIT. There are several images and profiles of the speakers to be imparted in the brochure. Explain in detail, the work to be done in document setup phase. (Draw sketches wherever necessary)

4C. Identify any two elements and two principles of design in the following image and justify. Explain the importance of identified elements and principles in design.



[02 + 04 + 04]

5A. A book is to be designed having the title “Electronic Composition”. 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.

5B. List the six major types of font classification. Name the type which has ‘feminine’ appearance. Explain its characteristics and uses in detail.

5C. Explain the ‘Design Phase’ of Desktop Publishing in detail.

[02 + 04 + 04]