



**III SEMESTER B.TECH. (MEDIA TECHNOLOGY)**  
**GRADE IMPROVEMENT/MAKEUP EXAMINATIONS, JULY/AUGUST 2021**  
**SUBJECT: DIGITAL GRAPHIC DESIGN [MED 2152]**  
**REVISED CREDIT SYSTEM**  
**(02/08/2021)**

Time: 2 Hours

MAX. MARKS: 40

**Instructions to Candidates:**

- ❖ Answer **ANY 4 full** questions.
- ❖ Missing data may be suitable assumed.

- 1A.** A job for designing a poster for 'Technical Fest' is taken up by the designing house. Explain the steps involved in 'Idea & Concept' stage of graphic print production.
- 1B.** Identify the two most appropriate elements and two most appropriate principles of design for the following figure. Justify your answer.



[ 05 + 05 ]

- 2A.** A printing job requires designing a brochure for 'Travel Agency'. Explain the process involved in conceptualization phase of design. Also give any six important visual signposts that aid the brochure and explain its placements and importance. Draw rough sketches wherever necessary.
- 2B.** "Issue of readability is always linked to legibility." Justify this statement.
- [ 05 + 05 ]**
- 3A.** Explain the Four phases of Graphic Print Production Workflow.
- 3B.** Explain the psychology of typeface.
- [ 05 + 05 ]**
- 4A.** Explain the important factors to be considered while choosing a typeface.

- 4B.** A book is to be designed having the title “Digital Graphic Design”. 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.

[ 05 + 05 ]

- 5A.** A job is to design a brochure for a workshop on “Photography” to be conducted by department of Media Technology, 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)

- 5B.** Using the following shapes, depict the following:

- Principle of Rhythm
- Principle of Asymmetrical Balance
- Principle of Proportion

In one work space

WORK SPACE



[ 05 + 05 ]

- 6A.** Explain the planning stage of designing a brochure. How can you organize planning around 3 F's of communication? Explain with a suitable example.
- 6B.** Explain the design ideas that may have been involved in creating the following page of a magazine



[ 05 + 05 ]