

Type: DES

Q1. Explain 4 uses and 4 advantages of Portable Document format in detail. (4)

Q2. Identify the two most appropriate elements and two most appropriate principles of design for the following figure. Justify your answer.



(4)

Q3. The issue of readability is always linked to legibility issue – Justify. (2)

Q4. A printing job requires designing a poster for drama competition. Explain the steps involved in document format decision stage in detail. (4)

Q5. Define the following with suitable examples:

a. Tracking

b. Kerning

c. Leading

d. Font

(4)

Q6. Explain the psychology of typeface in detail. (2)

Q7. Explain the roman typeface and its classifications. How do the characteristics of each differ from one another? Mention the uses for each. (4)

Q8. What is the importance of Conceptualization stage? Explain the various visual sign posts and explain its importance. (4)

Q9. With a neat sketch, explain the working of a Charged Couple Device system. (2)

Q10. With two examples for each, explain the following:

a. Hyphen

b. En-dash

c. Em-dash

d. Widow and Orphan (4)

Q11. A printing job requires printing a travel brochure for a travel agency. The highlight will be special package for New Year 2023. Explain the steps designer has to work in 'Design Phase' of desktop publishing. (4)

Q12. Define the following with suitable examples:

a. Pitch

b. Point

c. Mono Spacing

d. Proportional Spacing (2)

Q13. Explain the 8 steps of Graphic Print Production workflow in detail. (4)

Q14. 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 be organized using 3F's of communication? Explain. **(4)**

Q15. Explain how the factor 'appropriateness' affect in choosing a typeface. **(2)**