

Type: DES

Q1. 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. (4)

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

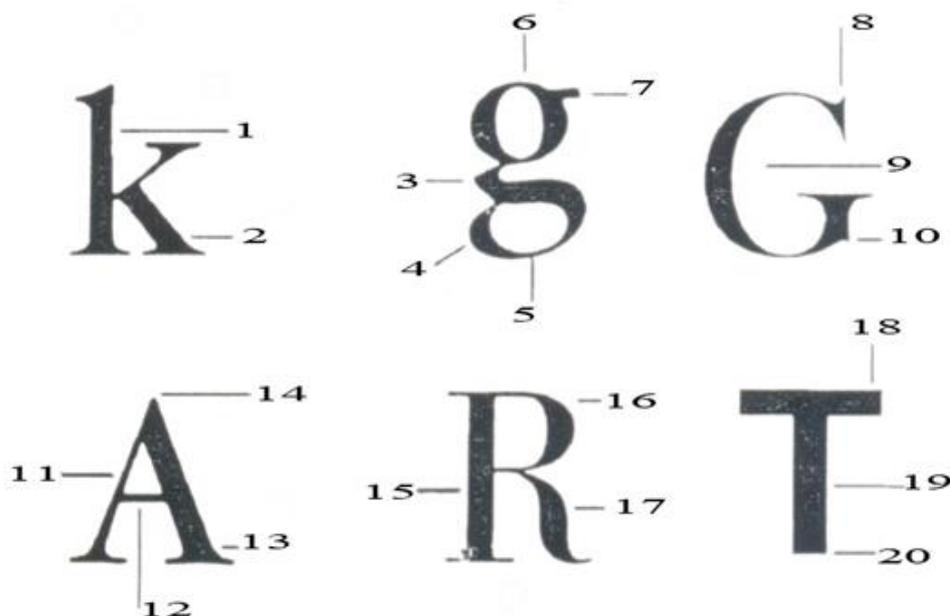


(4)

Q3. A customer wants to include a photograph in his book. He has the original with a size of 4x4 inch. He wants it at 50% of the original size with an output resolution of 600 dpi. Calculate the scanning resolution. (2)

Q4. 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. (4)

Q5. Name the parts of type in the following figure:



(4)

Q6. Identify the type of dashes in the following statements. Explain each identified dash with their importance:

- a. More than one-half of the student body voted for removing soda machines from campus
- b. When I was driving—well, asleep at the wheel—I got into an accident
- c. Jim was interested in the pre–Civil War era
- d. Wish you would—oh, never mind, I thought it was a New York–London flight. (2)

Q7. Explain the following 'Types' with its uses:

- a. Text
- b. Roman
- c. Novelty
- d. Script (4)

Q8. Explain the important factors to be considered while choosing a typeface. (4)

Q9. Explain the following text input methods in detail: a. OCR b. Voice (2)

Q10. Explain the planning stage of designing a brochure. How can you organize planning around 3 F's of communication? Explain with a suitable example. (4)

Q11. Explain the following:

- a. Lossy and Lossless compression
- b. PDF
- c. EPS
- d. TIFF (4)

Q12. Explain the following with suitable examples:

- a. Pitch
- b. Point
- c. Typeface
- d. Type Family (2)

Q13. 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) (4)

Q14. Explain the working of PMT and CCD scanners with neat sketches. (4)

Q15. 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. (2)