

B.Sc. DEGREE EXAMINATION, NOVEMBER 2018.
II YEAR — III SEMESTER
Major Paper IV
GRAPHIC DESIGN AND REPRODUCTION

Time : 3 Hours

Max.marks :60

Section A ($10 \times 1 = 10$) Marks

Answer any **TEN** questions

1. Define Half Tone.
2. Define elements of design.
3. What is color process?
4. What is balance in design?
5. Write About Flexography.
6. What is Post print?
7. Define typography.
8. Write Bit Mapped Fonts.
9. What is Color Separation?
10. What is typesetting?
11. Define Lithography.
12. Write about Hard proof.

Section B ($5 \times 4 = 20$) Marks

Answer any **FIVE** questions

13. Explain the colour separation process for offset printing.
14. Explain briefly (a) Tone (b) Density (c) Contrast.
15. Explain about graphic designs.
16. Explain the process of inkjet printer and laser printer.
17. Explain (a) Art Work (b) Composing (c) Typesetting.
18. Explain the essentials of typography.
19. What are the different types of papers and the different thicknesses?

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Explain about Elements and Principles of Design.
21. Explain in detail about colour psychology.
22. Explain the technological process of four colour printing technology with diagram.
23. Explain about composing.
24. Chart down the organizational structure of a printing organization and explain the roles and responsibility of each position.

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