

19. (a) What is Digital Pre-Press?

Or

(b) Write down the Pre-production process in Designing.

20. (a) Explain the strategies to prepare for Graphic Designer Interview.

Or

(b) Differentiate the designing techniques used in conventional platform VS Social Media Platform.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

21. Quote some Tamil magazine which has good design techniques. Explain with examples.

22. Elucidate the stages of layout planning.

23. How various colour wheels are used for the designing process effectively?

24. Compare and contrast the elements of the conventional and digital printing process.

25. Canva has become the future of Designing World – State with your answer and highlight some examples with Canva.

S.No. 3285

P 22 VCE 1 B

(For candidates admitted from 2022–2023 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2022.

Visual Communication – Elective

ART AND PRINT PRODUCTION

Time : Three hours

Maximum : 75 marks

SECTION A — (20 marks)

Answer ALL questions.

I. (A) Choose the best answer (5 × 1 = 5)

1. Name the printing method in which dry ink is used

(a) Offset

(b) Electrostatic printing

(c) Gravure

(d) Screen

2. The unit of measurement that equals the square of a type point

(a) Em

(b) En

(c) Agate

(d) Picas

3. The printing press was introduced in India during
(a) 13th century (b) 14th century
(c) 15th century (d) 16th century
4. Name the recommended file format to save art image:
(a) PDF (b) KGB
(c) CMYK (d) EPS
5. Name a page layout software
(a) Corel Draw (b) Microsoft Word
(c) Microsoft Excel (d) Calc
- (B) Fill in the blanks (5 × 1 = 5)
6. The printing section of a newspaper will always be in the _____.
7. The iron press was developed in _____.
8. The earliest form of paper books was called _____.
9. The other name for Lithography is _____.
10. The lithography process was invented by _____.

- II. Answer the following questions: (5 × 2 = 10)
11. What is typography?
12. Discuss the 8-column layout design in the newspaper.
13. Define illustration.
14. List out the characteristic of DTP.
15. Write down the usage of Arial and Times New Roman in Microsoft Word.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) How do you relate art and culture? Explain with some examples.
Or
(b) Do research is important in Design? State your answer.
17. (a) What is the difference between layout and layout design?
Or
(b) List out the strategies to meet out the needs of your client.
18. (a) Discuss Hue, Saturation and Value.
Or
(b) Explain Colour Theory.