

19. (a) What is prepress and why is it important in the printing process?

Or

- (b) What is meant by assembly in the printing process and why is it necessary?

20. (a) How can you export an Adobe InDesign document to a print-ready PDF?

Or

- (b) How can you import graphics and images into an Adobe InDesign document and what file types are supported?

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. What is visual art and how does it differ from other forms of art? Explain.
22. How do designers choose which design styles to use for a particular project? Share your experience.
23. How does color impact graphic communication? Explain with some examples.
24. What is desktop publishing? Differentiate desktop publishing from traditional publishing methods?
25. Elucidate about Adobe Illustrator and explain about how it is used in designing.

S.No. 7034

P 22 VCE 1 B

(For candidates admitted from 2022–2023 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Visual Communication – Elective

ART AND PRINT PRODUCTION

Time : Three hours

Maximum : 75 marks

PART A — (20 Marks)

Answer ALL questions.

- I. (A) Choose the correct answer (5 × 1 = 5)
1. Which of the following is NOT a type of graphic communication design software?
- (a) Adobe Photoshop (b) Microsoft Excel
(c) Adobe Illustrator (d) Canva
2. What is the purpose of a bleed in print layout design?
- (a) To add white space around the design
(b) To prevent ink from spreading beyond the design.
(c) To create visual interest.
(d) To add texture to the design.
3. Which of the following color models is used for printing?
- (a) RGB (b) CMYK
(c) HSB (d) HEX

4. What is the purpose of the registration marks on a printed document?
- (a) To indicate the printer's brand.
 - (b) To ensure that the colors are aligned correctly.
 - (c) To provide additional design elements.
 - (d) To indicate the printing date.
5. How can you add a new page to an InDesign document?
- (a) By using the File > New command.
 - (b) By using the Page tool to draw a new page.
 - (c) By using the Pages panel to add a new page.
 - (d) Both (b) and (c)
- (B) Fill in the Blanks. (5 × 1 = 5)
6. _____ is the principle of design concerned with the size relationship of elements within a composition.
7. During the _____ stage of layout planning, the designer determines the overall purpose and goals of the design project.
8. A _____ color scheme uses colors that are next to each other on the color wheel.
9. The first newspaper in India was called _____ and was published in 1780 by James Augustus Hicky.
10. _____ is vector graphic software that allows users to create and edit illustrations.

- II. Write a Short note on the following (5 × 2 = 10)
- 11. Mention few elements of visual art.
 - 12. What is meant by Typography?
 - 13. What is the purpose of copy fitting?
 - 14. What is meant by Assembly in printing?
 - 15. Define the term warping.

PART B — (5 × 5 = 25)

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

16. (a) Why is emphasis important in design?
- Or
- (b) How can space be utilized in design
17. (a) What is the difference between traditional and modern design styles in art and print production?
- Or
- (b) What is the purpose of layout planning in art and print production?
18. (a) What is proofreading and why is it important in print production?
- Or
- (b) What are some software tools that can be used for data interfacing in print production?