

Exam. Code : 112102

Subject Code : 1899

**B. Design (Multimedia) Semester—II**

**TECHNICAL THEORY OF MEDIA-I (Print Media)**

Time Allowed—3 Hours]

[Maximum Marks—50

**Note :—** Attempt any **FIVE** questions. Each question carries **10** marks.

1. Write a note on Wood Cuts with special reference to Wood engravings.
2. Write in detail on Lithography art and on stencil printing.
3. Write on any **THREE** :
  - (a) Line Drawing with line shading
  - (b) Monograms
  - (c) Letterhead design
  - (d) Logo designing.
4. Discuss on the types of Modern Printing in detail.

5. Write on any **THREE** :

- (a) Typewriter
- (b) Laser printer
- (c) Image setter
- (d) Electrographic.

6. Advertisement is an essential part of today's business world. Discuss with the help of some examples.

7. Discuss types of Newspaper/Magazine Advertisements.

8. Discuss types of Print Advertisements.