

Exam. Code : 112102

Subject Code : 5105

B. Design (Multimedia) 2nd Semester

TECHNICAL THEORY OF MEDIA—I (Print Media)

Time Allowed—3 Hours] [Maximum Marks—50

Note :- Attempt any five questions. Each carries equal marks.

1. Elaborate on the concept of 'Business card' and 'Circulars'.
2. Write a detailed note on the evolution of modern printing from Letter Press to Flexography.
3. Discuss the terms—Line Drawing and Line Drawing with line shading.
4. Compare a Type Writer with a Dot Matrix Printer.
5. What is a Display Ad ? Discuss its use and significance in a newspaper.
6. Detail on the various kinds of Printing Processes.
7. Define Typography. Explain in detail the Logo Designing and Letter head Design.
8. Write an essay on Yellow Pages and its use in society.

10×5=50