

8. Write about the following:

- i) Beat Sheets
- ii) Variety Scripts
- iii) Themes & loglines

Exam. Code : 112102

Subject Code: 3390

B.Design (Multimedia) 2nd Semester

THEORY OF MEDIA

(Print Media & Script Writing)

Time Allowed—2 Hours]

[Maximum Marks—75

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Bring out the differences between monotype printing and stencil printing.
2. Elaborate on the concepts of wood engraving and wood cut.
3. Trace the growth of modern printing from letter press to flexography.
4. Write a detailed note on offset printing, its merits and demerits.
5. How the printing process in newspapers is different from that of magazines in India?
6. Write a note on the following:
 - i) Display Ads
 - ii) Business Card
 - iii) Magazine Advertisements.
7. What points should be kept in mind while writing the various scenes? Discuss in detail.