

Exam. Code : 110203

Subject Code : 2735

**Bachelor of Vocation (Printing Technology)**

**3rd Semester**

**PLANNING AND DESIGN FOR PRINTING**

**Paper—II**

Time Allowed—3 Hours]

[Maximum Marks—50

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

1. Discuss in detail the basic principles of a good design. 10
2. State the role of typography in design. How do you prepare a layout ? 10
3. What is colour separation ? Explain basic colour theory. 10
4. Photoshop is the most extensively used software in graphic art industry, why ? What are its special features ? 10
5. Describe the various factors that are important for designing a magazine and poster. 10
6. The sale of a product is directly related to a good design, how ? Discuss in detail. 10

7. What type of paper will you suggest for a catalogue ?

Write properties of the paper to be used. 10

8. Write short notes on any **TWO** of the following :—

(a) Optical properties of paper.

(b) Balance and contrast.

(c) Copy preparation. 2×5