

Date:

Registration number:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**B.A. VISUAL COMMUNICATION – II SEMESTER**

**END SEMESTER EXAMINATION: JULY 2022**

**VC 2221 – Print Design and Production**

**Time: 2 hours**

**Max Marks:60**

**This question paper contains ONE printed page and *THREE parts*.**

***Please read the questions carefully.***

***Stick to the minimum and maximum word count for the answers.***

***Provide appropriate references and examples to support your answers.***

1. **Write short notes on any THREE (100 to 150 words each) [5 x 3 = 15]**
2. Typeface
3. Paper sizes
4. Graphic design
5. Cool colours and warm colours
6. **Answer any THREE questions (200 to 400 words each) [10 x 3 = 30]**
7. What is a ‘layout’? Explain any ONE element of a layout.
8. Why is a ‘grid’ necessary? Explain asymmetrical grid.
9. What is ‘typography’?
10. Why is it important to understand the principles of design while working on any print production? Explain.
11. **Answer any ONE question (400 to 750 words each) [15 x 1 = 15]**
12. Draft an outline for the ‘Content Page’ of a children’s or lifestyle magazine, keeping in mind layout, typography, colour and persuasive illustrations.
13. What is ‘typesetting’? Explain the factors necessary to consider while producing a typeface.

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