

**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

**BA VISUAL COMMUNICATION – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**VC 2221: Print Design and Production**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains TWO printed pages and TWO parts.**

1. **Write short notes on any SIX of the following in 150 words each. (6X5=30)**
2. Johann Gutenberg
3. Water based and Oil based Ink.
4. Leading and Tracking
5. Running Head and Byline
6. Standard black vs Rich black
7. Negative space
8. Triadic Colour
9. Widow and orphan
10. **Answer any THREE of the following question in 200 words each. (3x10=30)**
11. Explain compositional organisation types of grid systems in layout design.
12. Discuss the different types of layouts and composition in design.
13. What is flexographic printing? Discuss its advantages and disadvantages.
14. Write a note on any older mechanical technology of letterpress printing.
15. Draw a layout design for a magazine based on the principles of design.