

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Discuss on various roles, importance and functions of advertising agency.
- Q.4 Discuss on planning for production with suitable example.
- Q.5 Write a detailed note on illustrative elements.
- Q.6 Discuss on colour elements in detail.
- Q.7 Discuss on various kinds of printed products.

No. of Printed Pages : 4
Roll No.

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3rd Sem. / Printing Tech.
Subject : Graphic Design

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Meaning of advertising.
b) Advertising agency.
c) Advertising campaign.
d) Graphic software.
e) Job specifications.
f) Binding and finishing operations.
g) Layout.
h) Elements of space.

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| i) Geometric centre. | ii) Use of manuals. |
| j) Materials for preparation of layout. | iii) Use of cartons. |
| k) Cropping of illustration. | iv) Various Design terms. |
| l) Types of originals. | v) Various typographic elements. |
| m) Analog colours. | vi) Type fundamentals. |
| n) Primary colour. | vii) Colour theory. |
| o) Secondary colour. | viii) Use of colour wheel. |
| p) Type face. | ix) Types of original for reproduction. |
| q) Type families. | x) Requirement of art work for reproduction. |
| r) Use of business forms. | xi) Black and white photographs. |
| | xii) Materials for layout preparation. |
| | xiii) Preparation of the layout. |
| | xiv) Selection and coordination of production processes. |
| | xv) Various roles of advertising agency. |

SECTION-B

Note: Short answer type questions. Attempt any ten parts 10x4=40

Q.2 i) Use of booklets.

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