

Roll No.

23213

**M. Tech Ist Semester (Print & Graphic
Communication)**

Examination – January, 2012

NEWSPAPER & MULTIMEDIA

Paper : PTL- 713

Time : Three hours]

[Maximum Marks :100

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt any five questions by selecting, at least one question from each Unit. All questions carry equal marks.

UNIT – I

1. What are the principles of design ? Explain in detail professional practices in competitive and challenging field of surface design. 20

2. Write notes on :

- (a) Ceramics design 10
- (b) Design on glass and plastics 10

UNIT – II

- 3. What is Screen Printing ? Explain in detail about photographic methods of stencil making in screen printing. 20
- 4. What is the role of colour in the production of magazine ? Explain in detail. 20

UNIT – III

- 5. What is Estimating ? Explain the advantages of estimating of printer as well as customer. Discuss in detail. 20
- 6. Write notes on :
 - (a) Design of inside pages of Newspaper Design 10
 - (b) Variety of front page design in Newspaper. 10

UNIT – IV

7. Explain in detail about the evolution of the Web and also describe about search engines. 20
8. Write short notes on : 20
- (a) Virtual hospital 5
 - (b) Bookmarks 5
 - (c) Future of Multimedia 5
 - (d) WWW. 5
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