T97/BMG104/EE/20151128

Time : 3 Hours   Max. Marks : 80

Instructions for the students:

1.   All questions are compulsory.

2.   Draw suitable diagrams and sketches wherever necessary.

3.   Assume suitable data if necessary.

4.   Figures to the right indicate full marks.

1.   Answer any Eight of the following questions in about 25 to 30 words each.   16

   a)   Explain Hypograph in detail.

   b)   Explain the terms, baseline and capline.

   c)   What is mean by design.

   d)   Explain: (i) Fat Faces   (ii) Wood types.

   e)   What is mean by layout?

   f)   What is tracking?

   g)   What is set width? Give an example.

   h)   What is imagination?

   i)   Name any four font format extensions.

   j)   What is company digital revolution.

   k)   Types are generally divided into how many categories.

   l)   Explain true types fonts.

2.   Answer any Four of the following questions in about 40 to 45 words each.   12

   a)   Explain colour wheel.

   b)   Write a short note on Anatomy.

   c)   Explain mixing and matching type faces.

d) Explain letter spacing.

e) What does hanging punctuation mean?

f) Explain the following terms, pica and type size.

3. Answer any Four of the following questions in about 40 to 45 words each.   12

   a) Explain sans serif and slab serif.

   b) What are the advantages of proof reading.

   c) Write a short note on graphics file format extensions.

   d) Write a short note on simple formatting.

   e) Explain the word spacing in detail.

   f) Explain in detail pica and Em with suitable example.

4. Answer any Two of the following questions in about 80 to 90 words each.   12

   a) Explain the layouts for DTP and printing.

   b) Explain how do you apply margins.

   c) Explain the terms :

   Didot, Bodoni, Walbaum.

5. Answer any Two of the following questions in about 80 to 90 words each.   12

   a) Write in detail the four revolutions of type technology.

   b) Explain the classification of types.

   c) Write the ligatures with their usage in print and usage on the web.

6. Answer any Two of the following questions in about 100 to 120 words each.   16

   a) Describe the graphic creation with suitable example.

   b) Explain how do implement typography in design.

   c) Explain all font formats with their extensions.

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