

Registration Number:

Date & session:

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

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

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**VC 2221 – PRINT DESIGN AND PRODUCTION**

**(For current batch students only)**

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

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

**PART-A**

**Write short notes on any FIVE of the following in about 100 words each. (5X5=25)**

1. Tracking and kerning
2. Widows and orphans
3. Types of inkjet print heads
4. Page description language
5. Johannes Gutenberg
6. Filaments in 3D printing
7. Calligraphy

**PART-B**

**Answer any TWO of the following in about 200 words each. (2x10=20)**

1. Draw and label x-height, cap height, baseline, ascender, descender and all the main elements of a typeface.
2. Discuss the landmarks in the history of print.
3. Explain the elements of layout design in detail.

**PART-C**

**Answer any ONE of the following in about 300 words. (1x15=15)**

1. Explain the significance of grids and its types.
2. Explain in detail the various textile printing methods.