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DATE: **26-04-2015**

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

B.Sc. VISUAL COMMUNICATION – II SEMESTER

SEMESTER EXAMINATION- April 2017

**VC -2413 – Desktop Publishing**

Time: 3hrs Maximum marks: 100

**(*For supplementary candidates only)***

***Attach this question paper with the answer script***

Note: This paper contains ONE printed page and 15 questions

1. **Answer any SIX of the following in about 200 words each. (Marks: 6x5=30)**
2. What is Desktop Publishing? When was it invented?
3. Define picas and points.
4. Explain the document pre-sets and margins setup in DTP.
5. Explain line of force in photographs.
6. What are dingbat sets?
7. How to get good colour prints using colour modes?
8. How does Offset Printing differ from desktop printing? Explain with examples.

**II. Answer any three of the followings in about 300 words.**  **(Marks: 3x10=30)**

1. Discuss the method of publishing and printing process using In-Design.
2. Why is it necessary to always proofread your documents before printing? Explain why attention to detail is an indespensable trait in a designer
3. Explain and illustrate the technique of text wrapping
4. Define typography. Why is it important to study it even today when you can literally wish font styles into existence?

**III. Answer any three of the followings in about 500 words.**  **(Marks: 3x15=45)**

1. Explain and illustrate the different kinds of charts. Why are charts used instead of just mentioning numbers and figures?
2. Photoshop is more of an assembly software than a tool for genuine creativity. Discuss with relevant arguments
3. Identify the basic design principles that should be adhered to if you are working on creating the brand image of an organisation from scratch
4. Come up with and describe a poster for a film that deals with the possibility of human survival in a post-apocalyptic scenario