M.TECH. PRINTING ENGINEERING AND GRAPHIC COMMUNICATION FIRST YEAR SECOND SEMESTER – 2018

PRINT MEDIA COMMUNICATION

Time : Three hours

Full Marks : 100

Use separate answer-scripts for each Part.

Part - I

Answer any *two* questions.

1.a) In how many parts the structure of a book can be broken into and how do they help to make a complete sense of a book?

12

b) Why should we choose non-standard format for a book?

3

c) How do you select a specific printing process for a book?

5

2.a) For book production, discuss the factors for determining the stock requirement.

5

b) "Grain direction of paper plays a vital role in book production" - Justify.

5

c) A book consisting of 224 pages excluding cover of medium octavo size is to be printed in 2 colours in sheet-fed offset process. The number of copies to be printed is 1,100 copies. 80 gsm of super calendared paper in double medium size is to be used for text. 190 gsm of foreign art paper in double medium size in 4 colours is to be used for cover.

Consider the paper wastage is 1.5% per colour. The price is Rs. 70/- per kg.

Find out the total quantity of paper in ream required for printing the book and also the total money to be involved in purchasing the paper.

4+4+2=10

3.a) Which finishing operations are generally employed on book cover? Discuss briefly.

9

b) What kind of information are must for internationally published books? Discuss in details the relevance of these information.

2+6=8

c) Explain wraps, inserts and tip-ins.

3

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Use separate answer script for each part
PART-II
Answer any 60 marks

1. (a) Define Newspaper
   (b) Discuss with block diagram the editorial planning of a newspaper.   5+15=20

2. What are the purposes of design newspaper? Discuss in brief.   10

3. Discuss in detail, the different types of headlines so far as design is concerned
in newspaper.   10

4.(a) Define WOB and BOT.
   (b)Discuss in brief, the role of advertisements in newspaper design.   2+2+6=10

5. (a) Discuss the modular design in newspaper.
   (b) What is section headline?
   (c) What is Initial Caps?   6+2+2=10

6.(a) Define Cutlines and Pull Quotes.
   (b) Define Creditlines and Bylines.   3+3+4=10

7.(a) Define Facts Boxes and Drop Quotes.   ·
   (b) What is "Blurbs"?   3+3+4=10

8. (a) Discuss elements of design in newspaper
   (b) Discuss in brief, "the Flag" in newspaper design.   5+5=10