

**UG-CS-1198**

**BVCS-31**

**U.G. DEGREE EXAMINATION —  
FEBRUARY, 2023.**

Visual Communication

Third Semester

**PRINTING AND PUBLICATION**

Time : 3 hours

Maximum marks : 70

**PART A — (3 × 3 = 9 marks)**

Answer any **THREE** questions out of Five questions in  
100 words.

All questions carry equal marks.

1. What is wood block printing?
2. What are Principles of Printing?
3. What are the stages in publication?
4. Explain how layout for magazines are done?

5. Describe Typeface and Font in designing.
6. What is Funnel chart?

PART B — ( $3 \times 7 = 21$  marks)

Answer any **THREE** questions out of Five questions in  
200 words.

All questions carry equal marks.

7. What is offset printing?
8. Write a short note on Dot Matrix Printers.
9. How do theme and content play a major role in printing?
10. What is Kicking it up a notch?
11. Explain dual — axis chart.

PART C — ( $4 \times 10 = 40$  marks)

Answer any **FOUR** questions out of Seven questions in  
500 words.

All questions carry equal marks.

12. Explain 3D printing.
13. List out the advantage and disadvantage of digital printing.

14. What are the Basic Elements of Design?
  15. Describe role of graphics in designing.
  16. How are print management softwares used?
  17. Plot and explain Organisation Structure of a Printing Company.
-

**UG-CS-1199**

**BVCS-32**

**U.G. DEGREE EXAMINATION —  
FEBRUARY, 2023.**

Visual Communication

Third Semester

**BASIC PHOTOGRAPHY**

Time : 3 hours

Maximum marks : 70

**PART A — (3 × 3 = 9 marks)**

Answer any **THREE** questions out of Five questions in  
100 words.

All questions carry equal marks.

1. What is focal length?
2. What are exposure meters?
3. Explain sensitivity in films.
4. What are tripods?
5. Describe Typeface and Font in designing.
6. How are studio lights managed?

PART B — ( $3 \times 7 = 21$  marks)

Answer any THREE questions out of Five questions in  
200 words.

All questions carry equal marks.

7. What is shutter speed?
8. Explain focus.
9. How are negatives developed into images?
10. How are photo editing done before printing?
11. Explain how photographer prepare for outdoor shoot.

PART C — ( $4 \times 10 = 40$  marks)

Answer any FOUR questions out of Seven questions in  
500 words.

All questions carry equal marks.

12. Explain types of lenses in detail.
13. List out the types of lighting and explain in detail.
14. What is processing and printing for films?
15. Explain each in detail on the essential accessories required for a professional photographer.

16. Explain in detail on the trends in photography.
  17. On your observation how are Pulitzer award of photography awards selected. Propose your idea or thought process for preparation for Pulitzer award in the future.
-