

End Semester Examinations - 2015-16 Even Semester - May 2016

14VC2007 Typography

Set A

Time : 3 hrs
Total Marks: 100

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1.
 - a. Discuss the history of fonts from Gutenberg's printing press to Adobe's Postscript. (12)
 - b. What is a Serif? (2)
 - c. Name and explain about monotype and proportional type. (6)

OR
 2.
 - a. Explain the difference between Majuscule and minuscule with examples. (4)
 - b. Name and explain with appropriate examples the anatomy parts of alphabets. (16)
 3.
 - a. Define: Point Size. (3)
 - b. Discuss on the Absolute measurement and Relative Measurement units available for typography. (10)
 - c. Define: x-height. (3)
 - d. Differentiate Font and typeface. (4)

OR
 4.
 - a. What is an Ink well? (2)
 - b. Differentiate Italics and Obliques. (4)
 - c. What is a Non-alphabetic font? (4)
 - d. Discuss with examples the transition from Old style to modern serif typefaces? (10)
 5.
 - a. What is Unicode? Explain the significance it brought to fonts? (6)
 - b. What is a Character Map used for in Microsoft Windows? (2)
 - c. Name and explain the features that Open Type brought when it was introduced? (12)

OR
 6.
 - a. Differentiate display type from text type. (4)
 - b. Give appropriate uses of Italics. (4)
 - c. What is a "Reverse" in print terminology? (2)
 - d. Name and explain the various necessary errors that Typewriters brought with their introduction. (10)
 7.
 - a. What do you mean by "colour" in relevance to a block of text. (4)
 - b. Differentiate Legibility from Readability. (4)
 - c. Give an example scenario where typesetting is correct according to metrics but looks wrong to the eye. (4)
 - d. Point size, Measure and Leading, What are they and what is the relation between each of them? (8)

OR
 8.
 - a. What is Baseline shift? (4)
 - b. What does H&J mean? Elaborate on their importance and working? (12)

c. In Typesetting what are "orphans" and "widows"? (4)

9.

a. Explain the typical document structure of a book. (8)

b. Explain the various types of text skews and wraps available for typesetting to manage text and Pictures in magazine pages? (8)

c. Name the magazine that revolutionized Magazine layouts in 1960's? Explain the technique that was used in the magazine that is still being used. (4)

Wishing you All the Best
