

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2018**  
**II Year III Semester**  
**Core Major - Paper IV**  
**GRAPHIC DESIGN & REPRODUCTION**

**Time : 3 Hours**

**Max.marks :60**

**Section A** ( $10 \times 1 = 10$ ) Marks

Answer any **TEN** questions

1. What is the meaning of white space?
2. How do you understand motion picture?
3. Spell out the concept of conceptualization.
4. Give two valid reasons for the need of creativity.
5. Point out two elements in typography in graphic design.
6. Identify the meaning of RED and YELLOW in color theory.
7. What is the latest version of coral draw?
8. Bring out the benefits of Photoshop in editing photos.
9. Do you agree broacher plays significant role to attract customers.
10. List two objectives of using newsletter for effective communication.
11. Identify two important elements of billboards designing.
12. Give two reasons for using page layout in designing.

**Section B** ( $5 \times 4 = 20$ ) Marks

Answer any **FIVE** questions

13. State the various elements of design.
14. What are the stages involved in design?
15. Do you agree techniques in designing attracts the quality.
16. What are the salient features involved in PageMaker?
17. What are the issues comprising in packaging a product?
18. There are verities in designing. High light the principles.
19. State reasons how layout adds better quality and clarity in designing.

**Section C** ( $3 \times 10 = 30$ ) Marks

Answer any **THREE** questions

20. Classify and discuss the areas of language design.
21. Compare and contrast the similarities and dissimilarities in traditional and modern designing.
22. Report the aspects involved in the techniques of centre of visual impact.
23. Apprise the salient features and application of Quark express and page maker.
24. Give supportive reasons for promoting product of your choice. Replying principles of modern software technology.

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