

B.Sc. DEGREE EXAMINATION, APRIL 2019
II Year III Semester
Graphic Design and Reproduction

Time : 3 Hours

Max.marks :60

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

Answer any **TEN** questions

1. What is the basic definition of “balance- design” ?
2. Why is white space good for graphic design?
3. What is the thought process that goes behind conceptualizing a design?
4. How did graphic design work before computers?
5. What is the most welcoming colour in design?
6. What is a good contrast to blue?
7. What are the uses of Corel draw?
8. How many alignments are there in page maker?
9. What is the best design option for the brochure cover?
10. What are the contents the Letter head consists of?
11. What is the size of a letter head?
12. Why is brochure important?

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

Answer any **FIVE** questions

13. Identify the differences between Graphic design then and now
14. List down the difference between Corel draw and Photoshop
15. Brief the basic elements of designs
16. What are the classification and styles of typography
17. What are the elements and designing principles of composition
18. What is the difference between merchandising and sales
19. Outline briefly on the role centre of visual impact

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

Answer any **THREE** questions

20. Explain in detail the Principles of design.
21. Expound the outstanding Technology in design.
22. Bring out the aspects of Colour psychology theory.
23. Describe the features and application of Illustrator and Quark Xpress.
24. Explain the strategies for Packaging a product with good design.

B.Sc. DEGREE EXAMINATION, APRIL 2019
II Year III Semester
Graphic Design and Reproduction

Time : 3 Hours

Max.marks :60

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

Answer any **TEN** questions

1. What is the basic definition of “balance- design” ?
2. Why is white space good for graphic design?
3. What is the thought process that goes behind conceptualizing a design?
4. How did graphic design work before computers?
5. What is the most welcoming colour in design?
6. What is a good contrast to blue?
7. What are the uses of Corel draw?
8. How many alignments are there in page maker?
9. What is the best design option for the brochure cover?
10. What are the contents the Letter head consists of?
11. What is the size of a letter head?
12. Why is brochure important?

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

Answer any **FIVE** questions

13. Identify the differences between Graphic design then and now
14. List down the difference between Corel draw and Photoshop
15. Brief the basic elements of designs
16. What are the classification and styles of typography
17. What are the elements and designing principles of composition
18. What is the difference between merchandising and sales
19. Outline briefly on the role centre of visual impact

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

Answer any **THREE** questions

20. Explain in detail the Principles of design.
21. Expound the outstanding Technology in design.
22. Bring out the aspects of Colour psychology theory.
23. Describe the features and application of Illustrator and Quark Xpress.
24. Explain the strategies for Packaging a product with good design.