

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Write candidly the meaning of Shape Design.
2. Outline the depth of Designing.
3. How do you make the modern designing stand out?
4. Give two reasons to show that creativity plays a significant role in Graphic Designing.
5. What is the purpose of typography?
6. How do logos excel with proper colour combination?
7. What is Corel-draw application?
8. How does a graphic designer become more appealing in Photoshop.
9. Why is billboard advertising effective in the corporate world?
10. What are the creative elements of a Graphic Designer?
11. How do you give an attractive face-lift to your posters?
12. Define proportion design.

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

Answer any **FIVE** questions

13. Critically examine the nuances of Communication Language of Design.
14. Illustrate the implication of Types of design.
15. Bring out categorically the various aspects of colour psychology theory.
16. Outline the technical mechanism used in Page maker in designing a pamphlet.
17. Bring out the types of packaging and how do you make your design standout.
18. What are the six main principles of design?
19. What are the implications of the centre of visual impact?

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

Answer any **THREE** questions

20. Give a detailed account of elements of designing.
21. Explain the contemporary trends in graphic design technology.
22. Compare and contrast traditional and modern designing with examples.
23. Quark express fully integrated graphic design. Discuss
24. Elucidate the functions of components of visual corporate merchandising.

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Write candidly the meaning of Shape Design.
2. Outline the depth of Designing.
3. How do you make the modern designing stand out?
4. Give two reasons to show that creativity plays a significant role in Graphic Designing.
5. What is the purpose of typography?
6. How do logos excel with proper colour combination?
7. What is Corel-draw application?
8. How does a graphic designer become more appealing in Photoshop.
9. Why is billboard advertising effective in the corporate world?
10. What are the creative elements of a Graphic Designer?
11. How do you give an attractive face-lift to your posters?
12. Define proportion design.

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

Answer any **FIVE** questions

13. Critically examine the nuances of Communication Language of Design.
14. Illustrate the implication of Types of design.
15. Bring out categorically the various aspects of colour psychology theory.
16. Outline the technical mechanism used in Page maker in designing a pamphlet.
17. Bring out the types of packaging and how do you make your design standout.
18. What are the six main principles of design?
19. What are the implications of the centre of visual impact?

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

Answer any **THREE** questions

20. Give a detailed account of elements of designing.
21. Explain the contemporary trends in graphic design technology.
22. Compare and contrast traditional and modern designing with examples.
23. Quark express fully integrated graphic design. Discuss
24. Elucidate the functions of components of visual corporate merchandising.