

B.Sc. DEGREE EXAMINATION, APRIL 2020
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 a line in design?
2. What is motion?
3. What is negative space?
4. Name any two serif fonts
5. What is a colour?
6. Define contrast?
7. What are complementary colours?
8. Define letter head
9. What is a newsletter?
10. What is the emotion associated with colour blue?
11. Name any two design software
12. What are vector images?

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

Answer any **FIVE** questions

13. What are the elements of design?
14. What is conceptualisation in design?
15. Explain colour theory?
16. What is the importance of visual impact?
17. What is a product?
18. What do you mean by psychology of colours?
19. Explain types of design.

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

Answer any **THREE** questions

20. Keeping in view of design principles, draw a logo for a chocolate company of your choice.
21. Draw a three-fold brochure for a corporate company.
22. Differentiate between Photoshop and illustrator design software. List out any five main differences between the software.
23. Write a note on design process.
24. Explain principles of design.

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