

**B.Sc. DEGREE EXAMINATION, ODD SEMESTER 2020**  
**II Year III Semester**  
**Graphic Design and Reproduction**

**Max.marks :25**

Answer any **FIVE** questions ( $5 \times 5 = 25$ ) Marks

1. What are the elements of design?
2. What is conceptualisation in design?
3. Explain colour theory.
4. What is the importance of visual impact?
5. What is a product?
6. What do you mean by psychology of colours?
7. Explain types of design.