

**BHARATIYA VIDYA BHAVAN'S V M PUBLIC SCHOOL, VADODARA**

**QUESTION BANK**

***Graphic Design*** (Code No.- 071)

**CHAPTER 4**

1. What is the difference between additive and subtractive colour theory?
2. Find out about the traditional symbolism of different colours in your surroundings especially in the socio-cultural context.
3. How does the use of appropriate colour scheme help in setting the mood of a design.
4. Discuss the universal associations of some colours.
5. How will you choose colour in your design if your target audience is international?
6. What do you understand by symbolism of colours? What colours would you choose while making an advertisement for some heavy machinery and why?

