

Printed Pages :2



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NFA-323

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID :166303

Roll No.

**(SEM-III) THEORY EXAMINATION-2015
DESIGN AND COMMUNICATION PRACTICE
[FOR APPLIED ART]**

Time : 3 Hours]

[Total Marks : 80

SECTION-A

Answer all the following questions

5×2=10

- (1) What is duo chrome?
- (2) What is typography?
- (3) Explain visual art?
- (4) Explain advertising?
- (5) What is art and aesthetics?

SECTION-B

Answer any three question.

4×10=40

- (6) Write the relationship between advertising and marketing?
- (7) Explain the physics behind colour?

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(1)

[Contd...

- (8) Describe the origin and development of typography?
- (9) Brief about the historical survey of advertising?
- (10) Explain forms of advertising art?

SECTION-C

- (11) Explain test typography, display typography. $3 \times 10 = 30$

OR

How to compress the file?

- (12) Explain about vector and bitmaps software?

OR

Describe the usage of colour in advertising design?

- (13) What is advertising art and its importance?

OR

Explain the type of design in typography?

—x—