

Printed Pages : 2



NFA423

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

**PAPER ID : 166403**

Roll No.

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## Bachelor of Fine Art

(SEM. IV) THEORY EXAMINATION, 2014-15  
**DESIGN & COMMUNICATION PRACTICES**  
(APPLIED ART)

Time : 3 Hours]

[Total Marks : 80

### SECTION - A

Attempt All Questions :

5×2=10

- (1) What is Design?
- (2) What is Advertising Art?
- (3) Difference between Form and Shape.
- (4) What is Electronic Media?
- (5) What do you understand by Contrast?

### SECTION - B

Attempt any **four** Questions.

4×10=40

- (1) Describe the origin and development of Design.

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[ Contd...

- (2) Define Principles of Design with proper examples.
- (3) Color models in Computer Graphics. Define.
- (4) What are Graphic Scalability and Image Resolution?
- (5) Describe Digital Printing Techniques.

**SECTION - C**

Attempt All Questions : **3×10=30**

- 1 (a) Media of Communication and Mass media with examples. Describe.

**OR**

- (b) Point of Purchase, Point of Sale. Describe.

- 2 (a) What are the Communication Principles and processes?

**OR**

- (b) Describe Research Methodology and Market Approach?

- 3 (a) What is the relationship between Advertising Art and Visual Art?

**OR**

- (b) What are the forms of Advertising Art?

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