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**BFA****(SEM-IV) THEORY EXAMINATION 2018-19  
DESIGN AND COMMUNICATION PRACTICES****Time: 3 Hours****Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. What do you understand by LINE in Element of Design?
  - b. What do you mean by Image Resolution?
  - c. What is Design?
  - d. What do you understand by Contrast?
  - e. What is the difference between Color and Texture?
  - f. What is Advertising Art?
  - g. What are the types of Digital Printers?
  - h. Difference between Form and Shape?
  - i. What is Online Advertising?
  - j. What is Electronic Media?

**SECTION B**

- 2. Attempt any three of the following: 10x3=30**
- a. What is Communication? Describe its principles and processes?
  - b. Describe the origin and development of Design?
  - c. Describe the Point of Purchase.
  - d. Define Principles of Design with proper examples.
  - e. Describe Digital Printing Techniques?

**SECTION C**

- 3. Attempt any one part of the following:**
- a. Describe Research Methodology and Market Approach?
  - b. Explain the relationship between Advertising Art and Visual Art.
- 4. Attempt any one part of the following:**
- a. Media of Communication and Mass media with examples. Describe.
  - b. Define Color models in Computer Graphics.
- 5. Attempt any one part of the following:**
- a. What are Graphic Scalability and Image Resolution?
  - b. What are the different approaches of Design?
- 6. Attempt any one part of the following:**
- a. Discuss different principles of design.
  - b. What are the elements of design? Give examples for each
- 7. Attempt any one part of the following:**
- a. Discuss the advantages and disadvantages of advertising.
  - b. Differentiate between online and offline advertising.