

BFA
(SEMESTER- VI) THEORY EXAMINATION 2017-18
DESIGN & COMMUNICATION PRACTICES

Time: 3 Hours

Total Marks: 100

Note: Attempt all sections.

SECTION A

- 1. Attempt all questions in brief.** **2 x 10 = 20**
- a. What are the different types of Digital Printers?
 - b. What are the Digital Pens?
 - c. Define Punch line.
 - d. What is Layout in Advertising?
 - e. What do you mean by Creative Brief?
 - f. What is Portable Media?
 - g. What is Inkjet Printer?
 - h. What is Scanner?
 - i. What are the different forms of Outdoor Media?
 - j. What is Brainstorming exercise?

SECTION B

- 2. Attempt any three of the following:** **10 x 3 = 30**
- a. What are the elements of Advertising Campaign?
 - b. Explain the Different processes of Printing.
 - c. What is Media Planning? Elaborate.
 - d. Describe Advertising Communication Process.
 - e. What is Layout of Art work? Explain with examples.

SECTION C

- 3. Attempt any one part of the following:** **10 x 1 = 10**
- a. Define History of Printing in detail.
 - b. What is Advertising Campaign? Explain.
- 4. Attempt any one part of the following:** **10 x 1 = 10**
- a. Explain the Development of Outdoor Media.
 - b. What is the Significance of Outdoor Media?
- 5. Attempt any one part of the following:** **10 x 1 = 10**
- a. Describe Principle of Advertising Communication.
 - b. What do you mean by Advertising Communication?
- 6. Attempt any one part of the following:** **10 x 1 = 10**
- a. How to visualize a Campaign? Explain with example.
 - b. Explain Offset Printing in detail.
- 7. Attempt any one part of the following:** **10 x 1 = 10**
- a. How Layout is executed in Art work? Give examples.
 - b. Explain the origin of Outdoor Media.