

Printed Pages : 2



NFA623

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

**PAPER ID : 166623**

Roll No.

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## Bachelor of Fine Art

(SEM. VI) 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 Portable Media ?
- (2) What is Creative Brief ?
- (3) What are the Digital Pens ?
- (4) What is Scanner ?
- (5) What are the Printers ?

**SECTION - B**

Attempt **Any 4** Questions.

**4×10=40**

- (1) Define Brainstorming Exercise and Visualizing a Campaign ?
- (2) What do you understand by Advertising Communication ?
- (3) What is Media Planning ?
- (4) Define Offset Printing in Detail.
- (5) What are the elements of Advertising Campaign ?

**SECTION - C**

Attempt All Questions.

**3×10=30**

- (1) (a) Describe Advertising Communication Process.

**OR**

- (b) Describe Principle of Advertising Communication.

- (2) (a) Describe History of Printing.

**OR**

- (b) What are the Printing processes ?

- (3) (a) What is the Significance of Outdoor Media ?

**OR**

- (b) What are the forms of Outdoor Media ?