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V Semester B.V.A. Degree Examination, March/April - 2023
GRAPHIC DESIGN AND COMMUNICATION

Theory of Advertising Design
(CBCS Scheme)
Paper : Theory

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any FIVE of the following.

(5×2=10)

1. What is Targeted Advertising to Gen. zs.
2. Name seven types of graphic design.
3. What are the most popular forms of advertising?
4. Which is the oldest show on cartoons. Name any four of them?
5. What is advertising media and how it works?
6. Write in a short note about is marketing an art or a science?

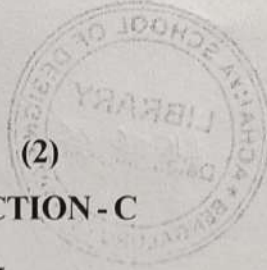
SECTION - B

Answer any FOUR of the following.

(4×5=20)

1. Which are the traditional media of advertising? Describe each in short.
2. What are ATL and BTL activities in advertising? Explain difference.
3. Describe the types of animation you know with its importance for a graphic designer.
4. Which are the ten different types of online advertising formals. Name them.
5. Discuss AIDA in advertising, state, importance of the same.
6. Name the eight Brilliantly effective modern advertising methods for business.

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SECTION - C

Answer any THREE of the following.

(3×8=24)

1. What are the three types of graphical user interface? Explain in short.
2. Which are four important features of advertising?
3. Is digital imaging same as photography. Discuss about it.
4. What is the main difference between DSLR and mirrorless camera?
5. What are the Infographics and why is it important to understand specially for graphic designers.

SECTION - D

Answer any ONE of the following.

(1×16=16)

1. What is the relation between LOGO and SIGNATURE line. Support your answer by giving minimum five examples of such famous logo designs.
 2. Write a brief note on electronic media, your vision and opinion on the same.
 3. Write in brief about film making, script writing, character design, dressing, photography etc.
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