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VI Semester BVA (Theory) Degree Examination, August/September - 2023

GRAPHIC DESIGN

**Theory of Advertising, Visual Communication and Media
(CBCS Scheme)**

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates :

Read **ALL** instructions carefully.

SECTION - A

I. Answer any FIVE of the following questions.

(5×2=10)

1. What does ISI stand for?
2. What is Retro line art used in 2023?
3. What is ISO 14000?
4. What are (BTL) below the line Activities?
5. Why Arial Videography and photography are a big boom today?
6. Why is good management called scientific management?
7. Name the Eight types of graphic design work.

SECTION - B

II. Answer any FOUR of the following questions.

(4×5=20)

1. What is Creative Advertising?
2. Name any Five Best TV commercials spots from 2021-2023 you remember.
3. Which are the features of creative advertising / what do creative Ads include?
4. What are the Three types of graphical user Interface? Explain in short.
5. What are the Seven functions of advertising? Answer in short.
6. What are infographics? Why is it important to understand specially for graphic designers.

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SECTION - C

III. Answer any **THREE** of the following questions. **(3×8=24)**

1. What are the positive effects of digital media?
2. How does Environmental Graphic Design encourage creative thinking, positive thinking and helps to improve Brand Identity?
3. What is called a good project?
4. What is the purpose of a marketing plan?
5. How design thinking. Can be used to add more value to business?

SECTION - D

IV. Answer any **ONE** of the following question. **(1×16=16)**

1. How will you define and discriminate a difference between:
 - a) Concept art
 - b) Pop art advertising
 - c) Guerrilla advertising or marketing.
 2. Write a brief about the style of Bauhaus is commonly characterized as a combination of the Arts and Crafts movement with modernism.
 3. Why do you think Guerrilla advertising and marketing is important today? Explain briefly by stating Seven solid reasons to do it.
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