

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

Paper ID : 166417

Roll No.

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B.F.A.

Theory Examination (Semester-IV) 2015-16

DESIGN & COMMUNICATION PRACTICE

Time : 3 Hours

Max. Marks : 100

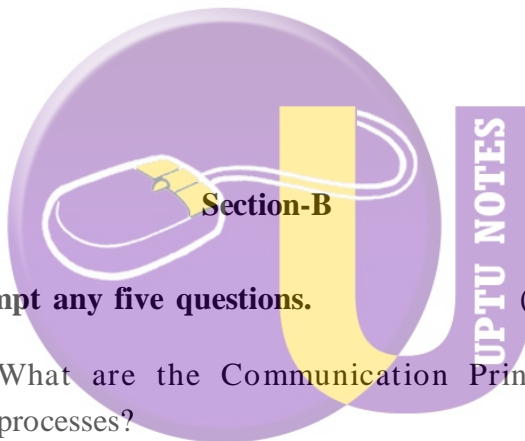
Section-A

1. Attempt all Questions.

(10×2 = 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?



2. **Attempt any five questions.** (5×10 = 50)

- (a) What are the Communication Principles and processes?
- (b) Describe the origin and development of Design.
- (c) Point of Purchase, Point of Sale. Describe.
- (d) Define Principles of Design with proper examples.
- (e) Describe Digital Printing Techniques.

- (f) Color models in Computer Graphics. Explain.
- (g) What are the forms of Advertising Art?
- (h) What are Graphic Scalability and Image Resolution?

Section-C

Attempt any 2 questions.

(2×15 = 30)

- 3. Describe Research Methodology and Market Approach?
- 4. Explain the relationship between Advertising Art and Visual Art.
- 5. Media of Communication and Mass media with examples. Describe.

