UPTU Notes

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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.

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