

Q.7 Name any two types of digital images : _____ and _____

Q.8 For advertising for kids products, who is the target audience?

- a) Parents of Kids
- b) Kids for which the product is
- c) Schools in which kids study
- d) None of these

Q.9 For an error or warning, which colors will you prefer?

- a) Black b) Orange
- c) Green d) White

Q.10 For a background image on website, which color combination will you prefer?

- a) Colors in theme of the website and product promotion
- b) Colors used in the front image of the product.

SECTION-B

Note: Short answer type questions. Attempt any six questions out of eight questions. (6x5=30)

Q.11 Discuss the different ways to draw an image? Provide in short details.

Q.12 Explain the methodologies used for graphic design for a campaign.

Q.13 Explain the color wheel and use of color wheel in graphic design.

Q.14 Discuss the different features of a font considered while deciding font for a campaign.

Q.15 Describe anatomy of font. Describe in short.

Q.16 List the different type of digital images. Explain the pros and cons of these types.

Q.17 When designing navigation from one part of the website to another part, what the things to be taken care of?

Q.18 How can we make use of different kinds of events for a campaign?