

SECTION-C

Note: Long answer type questions. Attempt any one questions out of two questions. (1x10=10)

- Q.19 How will you plan an advertisement campaign for a coaching institute of big city coming to a small city. What type of features will be considered to decide upon using images, text, audio and video.
- Q.20 Explain in detail, Principles and Elements of Composition of an image in launching an advertising campaign.

No. of Printed Pages : 4

Roll No.

189531

Level 4 / 1st. Sem. / DVOC

Graphics & Multimedia

Subject : Graphic Design

Time : 2 Hrs.

M.M. : 50

SECTION-A

Note: Very short answer type questions. All questions are compulsory (10x1=10)

- Q.1 CMY(0,0,0) represents the color : White / Black.
- Q.2 What type of pictures can not be drawn from memory only?
- Q.3 Space left blank in a picture is also part of visual component of a picture. This statement is:
a) True b) False
- Q.4 Classification of font can be done as: Serif and _____ Serif
- Q.5 Name two types of Layouts of a picture _____ and _____
- Q.6 After creating a graphic design, we start creating a theme.
a) True b) False

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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?