Printed Pages: 1 **Sub Code:NFA423**

Paper Id: 166217 **Roll No.** | | | | | | | | | | |

BFA

(SEM-IV) THEORY EXAMINATION 2018-19

DESIGN AND COMMUNICATION PRACTICES

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 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?

SECTION B

2. Attempt any *three* of the following: 10x3=30

a. What is Communication?Describe its principles and processes?
b. Describe the origin and development of Design?
c. Describe the Point of Purchase.
d. Define Principles of Design with proper examples.
e. Describe Digital Printing Techniques?

SECTION C

3. Attempt any *one* part of the following:

a. Describe Research Methodology and Market Approach?
b. Explain the relationship between Advertising Art and Visual Art.

4. Attempt any *one* part of the following:

a. Media of Communication and Mass media with examples. Describe.
b. Define Color models in Computer Graphics.

5. Attempt any *one* part of the following:

a. What are Graphic Scalability and Image Resolution?
b. What are the different approaches of Design?

6. Attempt any *one* part of the following:

a. Discuss different principles of design.
b. What are the elements of design? Give examples for each

7. Attempt any *one* part of the following:

a. Discuss the advantages and disadvantages of advertising.
b. Differentiate between online and offline advertising.

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