

[No. of Printed Pages – 2]

BJM-405

Roll No. *1226170*

**BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

FOURTH SEMESTER END TERM EXAMINATION :
APRIL, 2014

ADVERTISING DESIGN

Time : 3 Hrs.

Maximum Marks : 70

Note: Attempt questions from all sections as directed.

SECTION – A (30 Marks)

Attempt any 5 questions.

Each question carries 6 marks.

1. Explain how relevant images are manipulated for making up of an effective design.
2. Explain the basic elements of design to create an effective print Ad.
3. Differentiate between corporate and personal stationary with the help of visiting card rough layout design.
4. Compare CorelDraw and Photoshop.
5. Discuss the choice of smart fonts makes attractive and reader friendly ads. Support it with the help of different type styles.

P.T.O.

6. What is Trademark ? Explain the types of trademark signs.

SECTION – B (20 Marks)

Attempt any two questions.

Each question carries 10 marks.

7. Describe the functions of colour in a design.
8. What do you understand by design approach ? Elaborate it with the help of appropriate dummy layout design.
9. Define Business stationery. Elaborate the design approach for the brochure, letterhead, visiting card with the help of rough layout designs.

SECTION – C (20 Marks)

(Compulsory)

10. You have to create a hypothetical company. Briefly explain the following points mention below :
- (a) Describe the profile of the company in terms of its aims, objectives, and present activities.
- (b) Mention the future expansion plans of the company.
- (c) Create any three alternative identity marks supported by rough sketches in colour.
- (d) Explain the concept in behind your design.
