

Exam. Code : 108103

Subject Code: 1894

Bachelor of Fine Art 3rd Semester (Batch 2020-24)

(Specialization of Applied Art)

ADVERTISING PROFESSION & PRACTICE

Paper—III

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Discuss about content behind visual communication and how it play its role in art ?
2. Discuss about contemporary history of Western advertising art.

SECTION—B

3. Discuss about art and Religion in the pretext of Advertising in India.
4. Discuss about growth of Advertising agencies and art of printing.

SECTION—C

5. Discuss about advertising and role of Balance and Emphasis in it.
6. What do you mean by space and proportion in advertising design ? Discuss.

SECTION—D

7. Discuss about letter press and Advertising printing process.
8. How Lithography and Offset printing technology play vital role in visual perception of Advertising process ?