

**Printed Pages : 2**



**NFA-323/FA-323**

**(Following Paper ID and Roll No. to be filled in your Answer Book)**

**PAPER ID : 165315**

**Roll No.**

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**B.F.A.**

**(SEM. III) (ODD SEM.) THEORY  
EXAMINATION, 2014-15**

**DESIGN & COMMUNICATION PRACTICES  
(FOR APPLIED ART SPECIALIZATION)**

**Time : 3 Hours]**

**[Total Marks : 80**

**SECTION-A**

**ANSWER ALL THE FOLLOWING QUESTIONS      5×2=10**

- 1      What is advertising?
- 2      Explain communication?
- 3      What is marketing?
- 4      What is visual art?
- 5      What is Shadow?

**SECTION - B**

**ANSWER ANY FOUR QUESTIONS :                      4×10=40**

6.      Explain the relationship between advertising art and visual art?

- 7 Explain the physics behind color?
- 8 Briefly explain about color and light?
- 9 Explain the role of anti virus?
- 10 Explain Kinetic typography?

**SECTION – C**

**3×10=30**

- 11 Explain types of typography?

**OR**

Explain importance of graphic software?

- 12 Briefly explain the calligraphy and Graffiti? With example.

**OR**

Explain type design with suitable example?

- 13 Explain advertising media and approaches?

**OR**

Explain the development of human history?

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