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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – Nov/Dec - 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **12VC209** | **Duration :** | **3 hrs** |
| **Sub. Name:** | **VISUALIZATION OF COMMERCIAL ARTS** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | **Marks** |
| **PART-A(10X1=10 MARKS)** | | |
| 1. | What is Visualization? | (1) |
| 2. | What is Ideation? | (1) |
| 3. | Name any one form of mass media. | (1) |
| 4. | What is creativity? | (1) |
| 5. | What is a copy? | (1) |
| 6. | What is incubation? | (1) |
| 7. | What is a layout? | (1) |
| 8. | What is persuasion in Advertising? | (1) |
| 9. | What is an advertising commercial? | (1) |
| 10. | What is a thumb nail sketch? | (1) |

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| **PART B(5 X 3= 15 MARKS)** | | |
| 11 | Define Advertising. | (3) |
| 12 | Briefly explain the meaning of the term Mass Media. | (3) |
| 13 | Discuss Balance and Proportion as Design Elements. | (3) |
| 14 | Discuss the stages for preparing an art work for a print advertisement. | (3) |
| 15 | Discuss the importance of story board in animation. | (3) |

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| **PART C(5 X 15= 75 MARKS)** | | |
| 16. | Explain the six steps of the Creative Process with relevant examples. | 15 |
| (OR) | | |
| 17. | Discuss about visualization as a concept and its importance. | 15 |
| 18. | Differentiate between commercial and fine art. | 15 |
| (OR) | | |
| 19. | Discuss Design Principles. | 15 |
| 20 | Visuals and copy should complement one another in any advertisement. Discuss. | 15 |
| (OR) | | |
| 21. | Discuss the concept of convergent and divergent thinking. | 15 |
| 22. | Discuss persuasion and visual persuasion as a process of advertising. | 15 |
| (OR) | | |
| 23. | Explain in detail the features of a good layout. | 15 |
| 24. | Enumerate the importance of computerization in designing. | 15 |
| (OR) | | |
| 25. | Discuss how photoshop is used in designing, highlighting the main features. | 15 |

ALL THE BEST