

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION**  
**ADVERTISING AND PR**  
**EXAMINATION: DECEMBER - 2023**  
**SECOND SEMESTER**

**Sub: Creative Communication-Design Concepts & Process (MADPR 22-202)**

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**Date: 21/12/2023**

**Total Marks : 40**

**Time: 2.00 pm to 4.00 pm**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Answer the following. (Any One) (15)**

A) What are elements of design? Explain in detail with help of examples.

**OR**

B) What are the principles of design? Explain in detail.

**Q. 2. Write short notes. (Any Three) (15)**

- 1) Complimentary colours
- 2) Spilt Complimentary colours
- 3) Warm and Cool colours
- 4) Visual aids

**Q. 3. Open Ended Question (10)**

What colours would you choose while making an advertisement for kids toy Lego and why?

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