

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: MAY - 2024
SECOND SEMESTER

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

Date: 11/05/2024

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

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

A) How the process of brainstorming an idea for an ad creative?

OR

B) Explain principle of design.

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

- 1) Complimentary colour theory
- 2) Additive colour theory
- 3) Subtractive colour theory
- 4) Split Complimentary colour theory

Q. 3. Open Ended Question (10)

How will you choose colour in your design if your target audience in international?
