

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

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

Date: 9/05/2024

Total Marks : 40

Time: 10.00 am to 12.00 am

Instruction:

All questions are compulsory.

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

- A) What is typography and why is it important? Explain elements of typography with reference to a brand of your choice.

OR

- B) What is brainstorming and its benefits? Explain any 5 brainstorming techniques.

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

- 1) Semiotic analysis
- 2) Additive vs. Subtractive color schemes
- 3) Balance and its types
- 4) Marketing collaterals

Q. 3. Open Ended Question (10)

“Color Psychology is used in ad designs to evoke specific emotions and responses in viewers”. Explain the statement with relevant examples.
