

**Printed Pages : 2**



**NFA823**

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

**PAPER ID : 166803**

**Roll No.**

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**BFA**

**(SEM. VIII) THEORY EXAMINATION, 2014-15  
DESIGN & COMMUNICATION PRACTICES  
(APPLIED ART)**

Time : **3 Hours**]

[Total Marks : **80**

**SECTION - A**

**5×2=10**

Attempt All Questions.

- 1 Write a short note on Brand.
- 2 What is the principle of brand planning?
- 3 Short note on animation.
- 4 What is the use of photography in Advertising?
- 5 What is Social media?

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**1**

**[ Contd...**

**SECTION - B**

**4×10=40**

Attempt Any 4 Questions.

- 1 Define Photographic techniques in detail.
- 2 Type of animation. Discuss.
- 3 What is social media marketing?
- 4 Make a note on origin of photography.
- 5 How many types of camera? Describe any one.

**SECTION - C**

**3×10=30**

Attempt All Questions.

- 1 (a) What is brand planning?  
**OR**  
(b) What is the Importance of social media in advertising?
- 2 (a) What is the difference between 2D & 3D animation?  
**OR**  
(b) Make a note on history of animation?
- 3 (a) Describe the principle of Brand Communication?  
**OR**  
(b) How animations work on 3D software?