



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Sc.(AM)-Hons-2023

Course Name – Advanced Illustrations and Digital Media

Course Code - BAM20107

(Semester II)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Describe the primary purpose of visual identity design.
 - a) To confuse consumers
 - b) To increase production costs
 - c) To establish brand consistency
 - d) To create market volatility
- (ii) Select which element is not typically included in visual identity design.
 - a) Logo
 - b) Typography
 - c) Scent
 - d) Color palette
- (iii) Define the aspect of visual identity design focuses on the arrangement of elements within a design.
 - a) Hierarchy
 - b) Symmetry
 - c) Contrast
 - d) Alignment
- (iv) Identify the following is a key element in creating a visually effective marketing graphic.
 - a) Overuse of colors
 - b) Complex typography
 - c) Consistent branding
 - d) Random placement of elements
- (v) In brand select design, recognize the term Brand Essence refer to.
 - a) The physical representation of a brand
 - b) The core values and characteristics that define a brand
 - c) The legal trademark of a brand
 - d) The color palette used in the brand's materials
- (vi) Recognize the taxonomy category does a brand's logo fall under in the context of brand identity design.
 - a) Brandmark
 - b) Typography
 - c) Color Palette
 - d) Visual Elements

- (vii) Describe the purpose of a brand's Mission Statement in brand identity design.
- a) To outline legal disclaimers
 - b) To communicate the brand's overall goal and purpose
 - c) To list the products and services offered
 - d) To display the brand's financial performance
- (viii) In brand identity design, choose the role of the Brand Personality.
- a) To represent the CEO's personality
 - b) To convey the brand's human traits and characteristics
 - c) To define the legal structure of the brand
 - d) To determine the brand's manufacturing process
- (ix) Choose the element of a logo is primarily responsible for making it memorable.
- a) Color
 - b) Font
 - c) Shape
 - d) Simplicity
- (x) Describe the use of negative space in a logo design is intended to.
- a) Reduce printing costs
 - b) Create a hidden message or symbol
 - c) Make the logo more colorful
 - d) Increase the logo's complexity
- (xi) Choose the aspect of a logo helps in conveying the brand's personality.
- a) Symmetry
 - b) Color palette
 - c) Font size
 - d) Resolution
- (xii) Choose the role does typography play in a logo.
- a) It dictates the logo's color scheme
 - b) It ensures the logo can be animated
 - c) It communicates the brand name and personality
 - d) It determines the physical size of the logo
- (xiii) Explain what does the term brandmark refer to in logo design.
- a) The company's slogan
 - b) A symbol or icon representing the brand
 - c) The font used in the logo
 - d) The overall visual style of the logo
- (xiv) Explain how does contrast contribute to effective logo design.
- a) It makes the logo harder to read
 - b) It emphasizes certain elements of the logo
 - c) It reduces the visibility of the logo
 - d) It creates a monochromatic effect
- (xv) Choose which of the following is an example of a visual element commonly used in advertising design.
- a) Typography
 - b) Pricing strategy
 - c) Market segmentation
 - d) Social media engagement

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the significance of brand consistency in visual identity design. (3)
3. Describe the definition Visual Identity Graphic Design (3)
4. Identify the role of Typography Play in Visual Identity Graphic Design. (3)
5. Define the Visual Identity Graphic Design Impact Brand Perception. (3)
6. Identify the strategies are employed in Advertising Graphic Design to Enhance Brand Recognition. (3)

OR

Describe the role does Feedback Play in Improving Advertising Graphic Design. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define the role of marketing and advertising graphic design in promoting products or services. (5)
8. Explain the purpose of user interface (UI) in graphic design and its importance in digital products. (5)
9. Explain the purpose of motion graphic design and provide examples of its applications. (5)
10. Analyze the primary purpose of advertising design. (5)
11. Demonstrate what are some ways to ensure a new product aligns with a company's established brand identity. (5)
12. Analyze the impact of color psychology in advertising design and what role does it play. (5)

OR

Illustrate the common components of a print advertisement. (5)
