

IMBA in BI/IB/APR Sem.-9 Examination
APR
CGCD

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

Instructions :(1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No.2, 3, 4 have internal options.
(4) Figures in the right side in parenthesis indicate marks.

- Q.1** Explain the applications and importance of Computer Graphics in the advertising and media industry. Also describe the difference between Raster and Vector image/graphics. (14)
- Q.2** What are Color Models in digital design? Explain RGB, CMYK, and write short note about Pantone color systems and discuss how color psychology is used in advertisements and branding. (14)

OR

- Q.2** Explain Typography and its importance in advertising. Describe key typography concepts such as font families, hierarchy, spacing, alignment, and legibility, and show how typography influences brand identity and visual communication with examples. (14)
- Q.3** "Good packaging design works as a silent salesman." Evaluate this statement with examples. Discuss how structure, materials, surface graphics, and colour selection influence consumer buying behaviour. Describe one example of a successful packaging design. (14)

OR

- Q.3** Imagine you have been hired by a startup to launch a new product. Describe the complete design workflow you would follow using tools like CorelDRAW, Photoshop, Illustrator & Indesign to create: (14)
- A logo
 - A brochure
 - A digital advertisement (social media post). Explain application of each tool as suitable at abovementioned different stages.

N/130.2

- Q.4** Explain the role of visual hierarchy and layout design in effective advertising. (14)
Create a sample layout plan for a magazine full-page advertisement for a new mobile phone and justify your design structure (placement of headline, image, copy, call-to-action, branding, etc.).

OR

- Q.4** What is Corporate Identity Design? Explain the components such as logo, business card, letterhead, colour palette, typography, and brand guidelines. (14)
- Q.5** Choose any current social issue such as mental health awareness, climate change, gender equality, plastic pollution, road safety, or cyberbullying. Explain how graphics, visual media, and digital design tools can help create awareness and influence public opinion. Discuss the role of visual storytelling, colour psychology, typography, and social media campaigns in communicating the message effectively. (14)

