

	Print Media Outdoor Transit	Newspapers Hoardings Television	
	17. Fill in the blank The most prominent piece of outdoor media is the _____		
	18. True or False Brand identity is what shapes the company		
	19. Fill in the blank If your product is a physical one, then _____ is the key to attracting the right customers		
	20. True or False Branding could be defined as an experience		
	Q.2 Answer the following questions in brief (Any five out of six)		(10)
	1. What are some of the most common visual communication strategies?		
	2. Why does visual communication matter?		
	3. Design vs Art What is the main difference?		
	4. What is design thinking?		
	5. What are the types Hardware tools for graphic designers?		
	6. What are the 4 types of Creativity?		
	Q.3 Answer the following questions. (Any 2 out of 3)		(10)
	1. What are the advantages & disadvantages of Electronic Media?		
	2. Write a note on the different principles/laws of Gestalt.		
	3. What are the benefits of consistency in visual identity?		