



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**THIRD SEMESTER – NOVEMBER 2022**

**PVC 3501 – CONTEMPORARY ADVERTISING**

Date: 23-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART - A**

**ANSWER ALL QUESTIONS BRIEFLY**

**(10x2 = 20 Marks)**

1. How many advertising project brands did you work on this semester?
2. How many research, recce, meetings did you conduct for each brand?
3. Did you design or tweak any logos for your brand projects, which ones?
4. Typography is like the tone of voice. What typefaces did you use for brands?
5. How many Insta reels did you create for your project brands, about what?
6. Did you use LinkedIn strategies for your clients or your personal brands?
7. Name your key partners in this project based branding assignment?
8. How did you incorporate Music in your branding activities?
9. How did you choose the colour palettes for your branding projects?
10. What Character Archetypes would your brands be?

**PART - B**

**GIVE SHORT ANSWERS FOR ANY FIVE QUESTIONS**

**(5x8 = 40 Marks)**

11. What creative Ad Photo/Video shoots did you conduct for your projects?
12. Did you create any video strategies for your projects? Explain.
13. Can you measure the impact of the branding you did for clients/own projects?
14. Did you use brand ambassadors/brand characters/influencers? Elaborate.
15. How did Editing/Post Production/VFX enhance your project output?
16. Draw the Hero's Journey and mention where your brand would fit?
17. How did you develop Self Branding strategies, if any.
18. How was the Professional Mentoring as part of the course? Any suggestions?

**PART - C**

**ANSWER ANY TWO QUESTIONS IN DETAIL**

**(2x20 = 40 Marks)**

19. When designing/producing for a client, what creative challenges did you face?
20. How was the experience handling clients, mentors, influencers, crew?
21. Did you create any Blue Ocean Strategies for your Client Projects?
22. Explain the Production Schedules & Budgets that you undertook for the project.

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