



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

BVC 2430 Visual ad

Time: 3 Hrs

Marks: 75

Answer the following questions

5x15=75

1. Write in detail about script for various television.
2. Explain about three point lighting and chromo key.
3. What are the different types of commercials and jingles.
4. What is the difference between advertisements with dialogue and advertisement without dialogue.
5. Explain in detail about narration in ad films and editing.
6. Write in detail about slogan, logo, illustration.
7. Write in detail with examples about copywriting..adcopy and voice over.