

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2014/2015 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: ADVERTISING DESIGN AND PRODUCTION

COURSE CODE: JMC 337

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer any THREE questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

QUESTION 1

a) Explain whether the fonts listed below are serif or san serif.

- i) TIMES NEW ROMAN
- ii) BODONI MT
- iii) TREBUCHET MS
- iv) ARIAL
- v) GARAMOND
- vi) **Arial Black**
- vii) Courier New
- viii) **Britannic Bold**
- ix) CASTELLAR
- x) Lucida Console

(5 Marks)

b) Explain the difference between Serif and San Serif fonts?

(4 Marks)

c) Briefly explain what you understand by style attribute.

(2 Marks)

d) Explain the difference, if any, between Adobe Indesign and Adobe Pagemaker.

(4 Marks)

e) Discuss any two components of a good advertisement layout.

(5 Marks)

QUESTION 2

Several universities have been established in the country recently. In the light of competition from the other tertiary institutions develop/produce a television advert for the University of Swaziland (UNISWA). Discuss in detail all the stages of developing the advert.

(20 Marks)

QUESTION 3

a) Develop a radio advert script on a brand of your choice.

(10 Marks)

b) Explain any five advantages of radio advertising.

(10 Marks)

QUESTION 4

Write a critique on the following aspects of advertising. Illustrate your answer with examples of adverts that have appeared in the media.

a) Fear

b) Sex

c) Music

d) Humour

(20 Marks)

QUESTION 5

a) There is the school of thought that layout design is more than just design it is visual communication. Elaborate on this statement giving examples to support your answer.

(8 Marks)

b) Terence Shimp (2010) argues that advertising is effective if it satisfies a number of factors. Discuss any four factors, giving examples to illustrate your answer.

(12 Marks)

QUESTION 6

Critique the attached advertisements.

(20 Marks)

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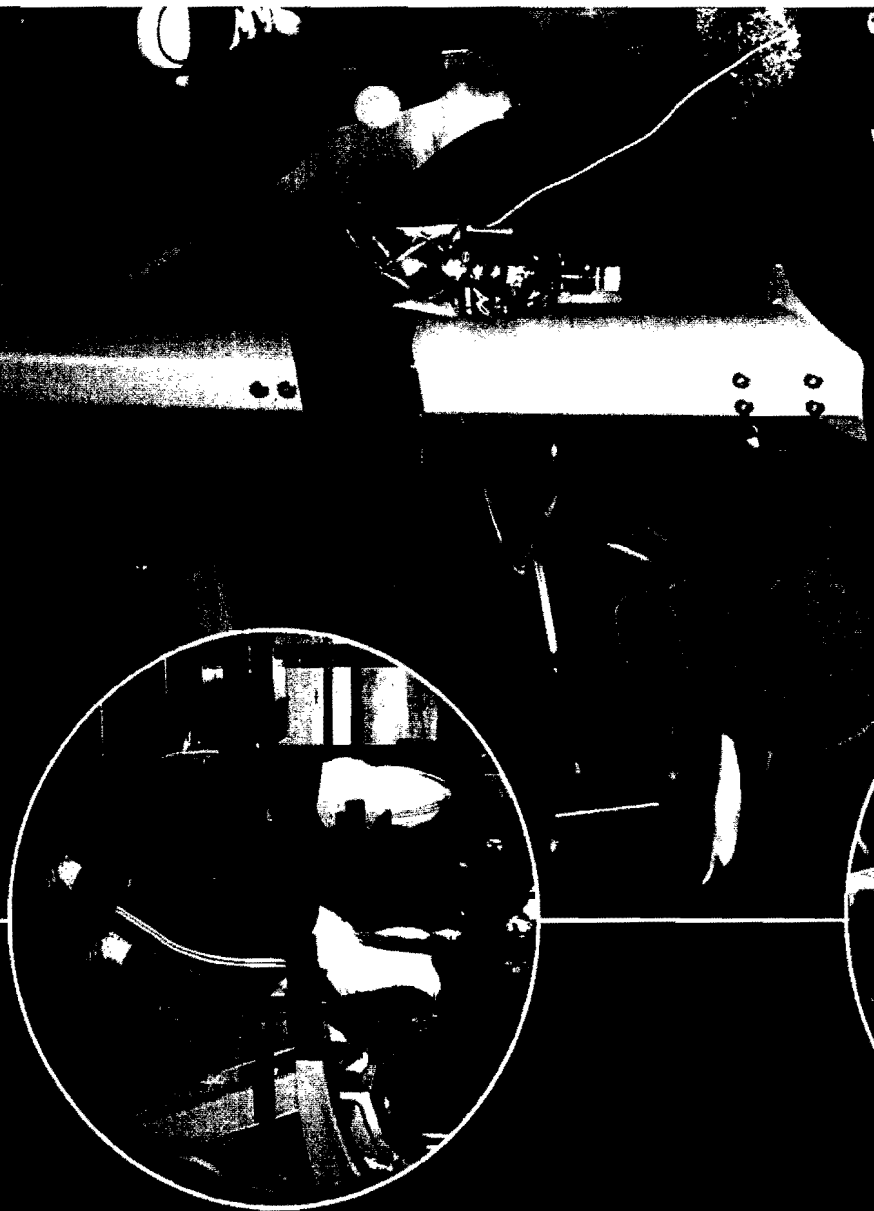
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