

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2015/2016 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**

Select a brand of your choice and develop a creative brief.

**(20 Marks)**

### **QUESTION 2**

Oliver Roberts (2016) in his article *Textual feelings* discusses a number of factors about fonts. Discuss the issues that Roberts brings out in his article, giving examples to support your answer.

**(20 Marks)**

### **QUESTION 3**

Identify any five products and select local celebrities who could match your identified brands. Justify your selection of each celebrity with the criteria for endorsers.

**(20 Marks)**

### **QUESTION 4**

a) Explain any five elements of an advertising copy.

**(10 Marks)**

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

**(10 Marks)**

### **QUESTION 5**

a) Explain two ways of creating a new document on Adobe PageMaker 7.0.

**(4 Marks)**

b) Name and explain the function of each tool in the Adobe Pagemaker toolbox.

**(12 Marks)**

- c) Explain the difference between Serif and San Serif fonts. Give examples to illustrate your answer.

**(4 Marks)**

### **QUESTION 6**

Persuasive strategies used by advertisers can be divided into three categories.

- a) Name the three (3) categories.

**(3 Marks)**

- b) Explain each category.

**(9 Marks)**

- c) Give two examples for each of the categories explained above that was published or broadcast in the media.

**(6 Marks)**

- d) Describe an inverted 6. Give an example to support your answer.

**(2 Marks)**