

**BHARATIYA VIDYA BHAVAN'S V M PUBLIC SCHOOL, VADODARA**

**QUESTION BANK**

***Graphic Design*** (Code No.- 071)

**CHAPTER 10**

1. Compare and contrast product campaign and non-product campaign.
2. List out the various objectives for designing an ad-campaign.
3. Make a list of people who would come under creative side of the advertising business.
4. What is the contribution of research to make a product or a service successful in the market?
5. What are the key considerations for the selection of media for an advertising campaign?
6. How is the role of a graphic designer working in an advertising agency different from a graphic designer working in the in-house advertising department of a corporate?

