

Roll.No.

25UDBG1A01

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.B.A. DM & BA - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - I

25UDBG1A01 - Visual Branding

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Explain how typography and colour theory contribute to shaping a brand's personality.
2. Describe the steps involved in designing a logo using Adobe Illustrator.
3. Analyze the role of packing and merchandise design in building a strong visual brand identity.
4. Analyze how the choice of typography and colour in brand assets can influence the perception of a luxury brand among urban professionals.
5. Explain how transitions and text overlays enhance brand storytelling in promotional videos.
6. Narrate the role of sound design in shaping audience perception of brand videos.
7. Suggest how animated logos and kinetic typography can be used to enhance brand intros.
8. Evaluate the effectiveness of brand storytelling in a successful campaign of your choice.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Explain the key components of a brand identity system.
10. Analyze how layout principles and colour theory work together to influence brand perception.
11. Evaluate the effectiveness of transitions, effects, and sound design in enhancing the impact of a brand video.

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12. Describe how 2D animation and kinetic typography together enhance brand engagement in digital media.
13. Propose a complete branding package for a startup brand and justify how it meets audience expectations.
