



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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Course Code: BA(JMC) 105

Course Name: Basics of Design and Graphics

Assignment - 2

(Based on Unit - III)

Marks

- Q1. Elaborate the key considerations and principles should be taken into account when designing a logo to ensure its effectiveness in representing a brand?
- Q2. Evaluate the different types of logos utilized in branding by analyzing their distinct design characteristics and assessing their potential impact on establishing and enhancing brand identity.
- Q3. Assess the differences between raster and vector images, by evaluating their unique characteristics, determining their respective advantages and disadvantages, and predicting their impact on various design applications.
- Q4. Evaluate the significance of designing a brochure in a marketing campaign, by analyzing its impact on brand promotion, assessing its effectiveness in conveying information, and predicting its potential influence on target audiences' decision-making processes.