

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2017/2018 EXAMINATION QUESTION PAPER: SUPPLEMENTARY

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TITLE OF PAPER: ADVERTISING LAYOUT AND PRODUCTION

COURSE CODE: JMC 354

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER ANY TWO QUESTIONS IN SECTION A. EACH QUESTION IN EACH SECTION CARRIES 20 MARKS.
2. ANSWER ALL QUESTIONS IN SECTION B.

## **SECTION A – ANSWER ANY TWO QUESTIONS**

### **Question One**

Toyota is launching a new family car designed and targeting middle and upper-class women in Swaziland and has asked you to produce a print advertisement to launch the car. Write a print copy with headlines. Describe any visuals you plan to use and include a rough layout of your Ad with copy. Note: To do the layout, draw a rectangle on a standard sheet of paper, roughly letter in your headline in the size you think it should be, sketch your visuals, use lines to indicate where copy goes. Place the logo and slogan appropriately. Using a rough sketch, indicate how headlines, illustrations, copy, and any graphic elements such as logotypes will be displayed and show the styles and sizes of type that will be used.

### **Question Two**

Using the radio script format discussed in class, write a 30- second radio commercial for any product, service or organisation of your choice. Write the script as if it were to be produced.

### **Question Three**

Write a creative strategy statement for a product, service or organisation of your choice. Make sure all the key elements of a creative strategy are included. Follow the creative strategy statement format discussed in class.

**SECTION B – ANSWER ALL QUESTIONS**

**Question Four**

- (a) Describe the following terms showing the importance of each in advertising layout and design:
- (i) Headline [2]
  - (ii) Body copy [2]
  - (iii) Anchorage [2]
  - (iv) Signature lines [2]
  - (v) Illustrations [2]
- (b) Define the term advertising appeal [2]
- (c) With the aid of real-life examples, describe and explain the following:
- (i) Informational/rational appeals [2]
  - (ii) Humour appeals [2]
  - (iii) Sex appeals [2]
  - (iv) Fear appeals [2]