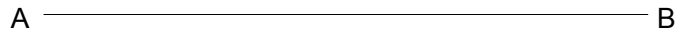


1- Draw an oval whose major axis \overline{AB} measures 8 cm (4 points)



2- Indicate whether the following statements are TRUE (T) or FALSE (F) : (4 points)

	V	F
Modular designs are based on two elements: NET and MODULE		
In the communication process, CONTEXT is the text which goes with an image		
An informative communication tries to persuade, convince or encourage people to do something		
In abstract images the observer cannot recognise any real object		
A traffic signal is an example of an objective message because it has one only interpretation		
A typical graphic advertisement is made up of: image, slogan, logo and small explicative text		
Picasso and Monet were two impressionist painters		
Cubism was a pictorial movement developed in the first half of XX century		

3- Analyze the advert and, CHOOSE the answer which fits best (2 points):

medium	Magazine	
	Tv	
Kind of advertising	objective	
	comparative	
	spectacular	
What quality is highlighted?	The high quality of the product	
	The nice bottle	
	That beer is good for fun	
What's the slogan? (write it down)		

