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**THIRD UNIT TEST EXAMINATION**  
**ARTS**

**NAME:**

**GRADE 6 ARTS**

Find the meaning of the word in Column A to Column B. Write the letter of your answer on the space provided before each number.

COLUMN A	COLUMN B
1. Slogan	a. Refer to the copy which is intended to be seen or read first.
2. Logo or signature	b. Refers to the copy that supports the headline
3. Subheadline	c. Refers to the copy which explains in details what the product or service is all about.
4. Body copy	d. Refers to the short and striking memorable phrase that is significant to both product and consumer
5. headline	e. Refers to a symbol or design affixed by the manufacturer, dealer, or company to show ownership.
6. Word mark	f. The part of an advertisement which is read
7. Abstract device mark	g. The part of the advertisement that uses pictures, illustrations, graphs, and drawings.
8. Picture device mark	h. The use of symbolic things or drawing to present what a person or company stands for.
9. Artwork	i. The use of familiar or recognizable things or drawings to present what a person company stands for.
10. Copy	j. The use of the name, letter, or initials to represent a person or company.

Answer the following questions. Write your answer on the box below.

1. Why do you think companies spend lots of money for a good logo design? Explain