

## FYBAMMC/SEM I/Regular/VC/SET A

Time: 2½ hrs.

Marks:75

- Note:**
1. All questions are compulsory with internal options.
  2. Figures to the right indicate full marks.
  3. Draw neat diagram wherever necessary.



**Q.1 Explain the following concepts. (Any five)**

(15)

- (a) Colour Theory
- (b) Chronologies
- (c) Visual Communication
- (d) Chroma
- (e) Space / Background
- (f) Visual Literacy
- (g) Comics
- (h) Citizen Journalist

**Q.2 Answer the following questions.**

(15)

- (a) What is the need and importance of Visual Communication?
- (b) Describe any four visible concepts along with their pros and cons.

OR

**Q.2 Answer the following questions.**

(15)

- (p) Explain the seven Gestalt laws in detail.
- (q) List down the advantages and disadvantages of Newspaper Advertising.

**Q.3 Answer the following questions.**

(15)

- (a) Describe in detail the Monochromatic Colour Scheme.
- (b) What is a Digital Image? Describe Vector and Raster images in detail.

OR

**Q.3 Answer the following questions.**

(15)

- (p) Explain the term Semiotics with suitable examples.
- (q) Explain the use of colours in a visual design.

**Q.4 Answer the following questions.**

(15)

- (a) Describe any three Elements of Design.
- (b) Describe the Constructivism Theory.

OR

**Q.4 Answer the following questions.**

(15)

- (p) Describe Photojournalism in detail.
- (q) What are the Psychological Implications of Colour?

**Q.5 Write short notes. (Any three)**

(15)

- (a) Disadvantages of Visual Communication
- (b) Types of signs
- (c) Concept Mapping
- (d) Role of Emoji in Online Visual Communication
- (e) Media Ethics

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