

FYBAMMC/SEM I/ EXT/ VISUAL COMMUNICATION

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 diagrams wherever necessary

Q.1 Explain the following concepts. (Any five) (15)

- (a) Comics
- (b) Visual Literacy
- (c) Paintings
- (d) Colour Theory
- (e) Visual Communication
- (f) Chronologies
- (g) Colour Temperature
- (h) Documentaries

Q.2 Answer the following questions. (15)

- (a) What are the Psychological Implications of Colour?
- (b) Explain in brief the history and development of Visual Communication.

OR

Q.2 Answer the following questions. (15)

- (p) Explain the analogous and complementary colour scheme
- (q) List down the advantages of Visual Communication.

Q.3 Answer the following questions. (15)

- (a) Explain in detail the Gestalt Theory and its laws.
- (b) Explain the term Semiotics with suitable examples.

OR

Q.3 Answer the following questions. (15)

- (p) Describe any four visual elements along with their pros and cons.
- (q) Explain the history and development of visual communication

Q.4 Answer the following questions. (15)

- (a) Describe the evolution of Photography and its process.
- (b) Why are paintings effective in Visual communication? Also, explain their advantages and disadvantages.

OR

Q.4 Answer the following questions. (15)

- (p) Describe the Visual Design of Google's Homepage.
- (q) Explain the Visual Communication Process.

Q.5 Write a short note. (Any three) (15)

- (a) Primary Colour
- (b) Citizen Journalism
- (c) Visual Communication in the Age of Social Media
- (d) Cartoonists
- (e) Films

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