

F-5262

Sub. Code

7BVC1C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Visual Communication

**INTRODUCTION TO HUMAN COMMUNICATION AND
VISUAL COMMUNICATION**

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on human communication.
2. Write a note on Visual communication.
3. Comment on SMCR.
4. Write a note on body language.
5. Give any two examples for Intrapersonal communication.
6. Differentiate verbal and non-verbal communication.
7. Name any two visual perception principles.
8. Comment on Visual Illusion.
9. What do you mean by development communication?
10. Write the importance planning in communication.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the process of communication with a diagram.

Or

- (b) Explain the importance of facial expression in the interview.

12. (a) Explain the role of communication in health sector.

Or

- (b) Write the importance of human communication in rural development.

13. (a) Explain the importance of group communication in the industrial sector.

Or

- (b) Most of the communication occurs through Non-verbal mode- Explain.

14. (a) Explain the sensory perception principles with an example.

Or

- (b) Write the importance of colour in web communication.

15. (a) Explain the evaluation process of communication in development communication.

Or

- (b) Explain with an example for the development occurred through development communication in a village

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the application of human communication and visual communication in the digital age.
 17. Explain the role of body language in the human communication for the development of a country.
 18. Discuss the role of colour in society for communication with examples.
 19. Discuss the Western theories of communication.
 20. Explain the importance of communication design, Implementation, Evaluation process for a successful developmental communication.
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F-5265

Sub. Code

7BVC5C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fifth Semester

Visual Communication

ELEMENTS OF EDITING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define editing.
2. What do you mean by rough cut?
3. How do we check the continuity in editing?
4. Discuss about the high level angle.
5. Explain about voice over.
6. Expand FPS.
7. Name any two video editing software.
8. Define rhythm.
9. What is Rerecording.
10. Discuss about multitrack in editing.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Differentiate between linear and non-linear editing.

Or

- (b) Discuss the various stages of editing.

12. (a) Explain the creation of illusion of reality in moving pictures.

Or

- (b) How does camera angle effect the smooth cut in any video production?

13. (a) Discuss about the role of audio and video in film.

Or

- (b) What are the merits and demerits of editing?

14. (a) What is the role of time in editing?

Or

- (b) Define rhythm and discuss its types.

15. (a) “Story telling can change at the editors disk” – Comment on the quote.

Or

- (b) Sketch a sample EDL with the elements present in it.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the stages of editing from pushes to final out.
 17. Describe the various camera angles and their meaning in relation to editing.
 18. How will you handle shots for a continuity editing?
 19. What do you mean by pace how does it effect the tempo of the story telling?
 20. “Visual effects enhances the presentation of the film” – explain the quote.
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F-6129

Sub. Code

7BVC6C2

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Sixth Semester

Visual Communication

FILM STUDIES

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **All** questions.

1. What is black comedy?
2. What is meant by narrative film?
3. Write any two camera movements.
4. Who is called as a film critic?
5. What is casting?
6. What is crane shot?
7. What is exposition?
8. Write any two qualities of director.
9. Write any two movies of Akira Kurusowa.
10. What is director's cut?

Part B

(5 × 5 = 25)

Answer **All** questions, choosing either (a) or (b).

11. (a) Discuss the responsibilities of a film critic.

Or

- (b) Do you agree that film actors use cinema as a platform to enter into political life? Substantiate your views.

12. (a) Discuss the structure of a narrative film.

Or

- (b) Describe the importance of properties and costumes in mythological movies.

13. (a) Write a short note on French new wave.

Or

- (b) What is meant by Neo Realism? Explain

14. (a) Explain the importance of location in Tamil films

Or

- (b) Explain the benefits received by the audiences from the development of cinema.

15. (a) Cinema is a mirror of a society's culture and values. Comment.

Or

- (b) Write about the films of M. T. Vasudevan Nair.

Part C

(3 × 10 = 30)

Answer any **Three** questions.

16. Analyse the role of cinema in shaping the society with suitable examples.
 17. Discuss the importance of editing in horror movies.
 18. Write a detailed note on Soviet Montage Cinema.
 19. Do you agree that hero worship bring major change in the style of film making in Indian cinema?
 20. Compare and contrast the film making style of Satyajit Ray and Mrinal Sen with examples.
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F-6461

Sub. Code

7BVC3C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Visual Communication

ELEMENTS OF SCRIPT WRITING AND DIRECTION

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define shot.
2. What is screen writing?
3. Short note on 'film'.
4. What is standard length of a movie?
5. Define 'plot point'.
6. What do you need to write a film?
7. What is the purpose of dialogue?
8. Narrate on 'Resolution'.
9. What it means 'Exposition'?
10. Narrate about 'montage'.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What is the distinction between plot point I and plot point II?

Or

- (b) 'Action is character' explain.

12. (a) What is dramatic need of main characters?

Or

- (b) What is the specific things establish in first ten pages of screen writing?

13. (a) Differentiate 'inciting incident' and 'key incident'.

Or

- (b) What is the principles of antagonism?

14. (a) Write about 'depth in the scene'.

Or

- (b) What you mean "the breakdown script"?

15. (a) What is the effects of camera position?

Or

- (b) What are the types of lenses available to the cinematographs?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. “Character is the heart, soul and nervous system of a screen writing”. Elaborate.
 17. Explain in detail the five part structure of a screen writing.
 18. “The sequence is a major building block in laying out the story”. Elaborate.
 19. Enumerate two eminent editors from tamil movie industry.
 20. Explain the evolution of film and NLE editing.
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