

S-2776

Sub. Code

23BVC1C1

B.Sc. DEGREE EXAMINATION, APRIL 2024

First Semester

Visual Communication

INTRODUCTION TO HUMAN COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is phatic stage in communication?
2. Why do we need communication?
3. Define sign.
4. Why are pragmatics important in communication?
5. What is gestures?
6. Define proximity.
7. What do you know about passive communication?
8. What do you mean by Intra group conflict?
9. Why do we need verbal communication?
10. What is prezi?

Part B

(5 × 5 = 25)

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

11. (a) Explain the process of communication with reference to SMCR model.

Or

- (b) Write the importance and need of human and visual communication with examples.

12. (a) Differentiate the concept of Denotation and Connation with examples.

Or

- (b) Specify the levels of communication and its functions.

13. (a) Explain the importance of active listening in communication.

Or

- (b) List out and explain the barriers to effective listening.

14. (a) Why do we need Negotiation Skills? Explain the steps involved in Negotiation skills.

Or

- (b) How do you build and maintain professional relationships through communication? Explain.

15. (a) What do you mean by audience analysis?

Or

- (b) What are the five steps of effective verbal communication?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Define and Explain various types of communication in different contexts with examples.
 17. Comment on the term semiotic landscape in visual communication.
 18. Discuss the types and functions of Non-Verbal Communication with suitable examples.
 19. Why do we need Inter personal communication? Explain its principles and communication styles.
 20. Analyse and Evaluating public speaking and presentation skills with the support of technology.
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S-2777

Sub. Code

23BVC1C2

B.Sc. DEGREE EXAMINATION, APRIL 2024

First Semester

Visual Communication

VISUAL ARTS AND AESTHETICS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Visuals?
2. Define Icons.
3. What is Avant garde?
4. Define Murals.
5. Mention the main features of Byzantine art.
6. What is the concept of Dadaism art?
7. Specify Pop Art.
8. Classify the contribution of Subodh Gupta in Art.
9. What is the Wolffin method?
10. Who is Clive Bell?

Part B

(5 × 5 = 25)

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

11. (a) Write a note on elements of visual art.

Or

- (b) What is virtual reality? Explain.

12. (a) Write note on the role of progressive painters association in art field.

Or

- (b) Mention and explain the various art movements and its functions.

13. (a) Differentiate the concept of art in Gothic Renaissance and Romanesque.

Or

- (b) What is surrealism? Explain with examples.

14. (a) Explain the contribution of Anish Kapoor and Isaac Julien.

Or

- (b) Write a note on data sculpture and painting.

15. (a) Comment on Erwin Panofsky three levels of Iconography.

Or

- (b) What do you mean by Rhetoric of the Image? Explain this with reference to Roland Barthes.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Comment on form and functions with reference to composition, representational and abstract forms.
 17. Describe the developments of prehistoric cave paintings and miniatures with examples.
 18. Compare and contrast the Greek architecture sculpture painting to Romanesque.
 19. Specify the contemporary movements of street art, digital art, internet art and post human art.
 20. Discuss the various visual art analysis and appreciation with suitable examples.
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S-2778

Sub. Code

23BVCA1

B.Sc. DEGREE EXAMINATION, APRIL 2024

Visual Communication

Allied — GRAPHIC DESIGN AND TYPOGRAPHY

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Why do we need Design?
2. What is Closure?
3. What do you mean by ideation?
4. What is called reverberation?
5. What is the use of type face?
6. Define Kerning.
7. Mention the use of columns.
8. Why do we need Manuscript Grid?
9. Expand the term CMYK and RGB.
10. What is Harmony?

Part B

(5 × 5 = 25)

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

11. (a) How is the shape vocabulary used to identify the elements of design?

Or

- (b) Define and explain the concept of expression and abstraction.

12. (a) Explain the steps involved in creative process.

Or

- (b) Differentiate perception and sensation.

13. (a) Specify and explain the classifications of type faces with suitable examples.

Or

- (b) What is the basic function of type composition?

14. (a) Explain the elements of a Grid.

Or

- (b) Distinguish the structure of Baseline Grid and Compound Grid with examples.

15. (a) Define and explain various types of Balance.

Or

- (b) What do you mean by colour association? Explain with examples.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the principles of design with suitable diagrams.
 17. Elaborately explain the importance of Research in the Design process.
 18. Describe the concepts of font, physical structure of type, type facies and families in typography.
 19. Comment on the importance and role of layout in Design process.
 20. Compare and contrast the role of composition and colour in Graphic design process.
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S-2779

Sub. Code

23BVC2C1

B.Sc. DEGREE EXAMINATION, APRIL 2024

Second Semester

Visual Communication

UNDERSTANDING VISUAL COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Gaze.
2. What is sign?
3. Describe traditional narrative media.
4. What is Visual Propaganda?
5. Briefly explain visual persuasion.
6. Define Visual Design.
7. Write about Aesthetics.
8. What is symbol?
9. Write a short note on perception.
10. Explain the concept of Iconical.

Part B

(5 × 5 = 25)

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

11. (a) Describe the concept of framing in visual communication.

Or

- (b) Explain the term narrative in detail.

12. (a) Explain the importance of propaganda.

Or

- (b) Outline the relationship between form, client and context.

13. (a) Elaborate on cognitive understanding in visual media.

Or

- (b) Give a brief note on visual media.

14. (a) Explain male and female gaze with examples.

Or

- (b) Explain the emotional impact of colour.

15. (a) Elaborate the visual analysis techniques.

Or

- (b) What is the role of persuasion in visual communication?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Outline the history of visual culture and discuss the principles of visual design.
 17. Explain the concepts of Gestalt theory and constructivism in detail.
 18. Give a detailed note on psychological impact of color and design in visual media.
 19. Explain the concept of semiotics and role of symbolic signs in visual communication.
 20. Describe the concept of semiotics in detail. Give examples.
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S-2780

Sub. Code

23BVCA2

B.Sc. DEGREE EXAMINATION, APRIL 2024

Visual Communication

Allied – PRINT AND PUBLICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Sans Serif.
2. What is calligraphy?
3. Describe color scheme.
4. What is Color Correction?
5. Briefly explain direct to plate.
6. Define serif fonts.
7. Write about folding?.
8. What is Colour separation?
9. Write a short note on digital pre press.
10. Explain 3D printing.

Part B

(5 × 5 = 25)

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

11. (a) Describe the concept of typography and flexography in detail.

Or

- (b) Explain the functions of color in detail.

12. (a) Explain the different types of printing letter press in detail.

Or

- (b) Write a brief note on traditional brush size.

13. (a) Elaborate on types of responses to color.

Or

- (b) Give a brief note on digital pre-press.

14. (a) Explain the functioning of publishing industry.

Or

- (b) Elucidate the process of printing.

15. (a) Elaborate the colour correction process.

Or

- (b) Discuss the recent trends in print industry.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Illustrate the different types of layouts in detail.
17. Explain the psychology behind colour combination and colour schemes.

18. Give a detailed account on different type setting methods.
 19. Describe the different characteristics of paper.
 20. Explain the innovative inventions in digital printing process.
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S-2781

Sub. Code

23BVC2S1

B.Sc. DEGREE EXAMINATION, APRIL 2024

Second Semester

Visual Communication

INTRODUCTION TO STUDY SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** the questions.

1. Why time management important for college students?
2. Abbreviate 'SMART'.
3. Create a study schedule for a day.
4. What is procrastination?
5. Explain active listening.
6. Discuss the role of visual aids in understanding complex topics.
7. Define critical thinking.
8. What are the critical thinking skills?
9. What is flashcards?
10. How can self-care practices impact exam performance?

Section B

(5 × 5 = 25)

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

11. (a) How can college students use technology and digital tool to enhance time management? Provide example of apps or software.

Or

- (b) Discuss the importance of setting short-term and long-term goals for college students.

12. (a) What are active listening strategies that you use to enhance note-taking during lectures?

Or

- (b) What are the techniques you found most effective in making notes?

13. (a) How can students use pre – reading strategies to enhance their reading experience?

Or

- (b) Describe summarizing and synthesizing information from reading.

14. (a) Define the key components of critical thinking skills.

Or

- (b) Discuss the role of creativity and innovation in problem solving.

15. (a) Describe the process of creating an exam study plan.

Or

- (b) What are the strategies for staying calm and managing text anxiety?

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. Reflect on your own time management and goal – sitting strategies.
 17. What are some strategies for overcoming procrastination and staying focused on goals?
 18. Share examples of real-life situation where critical thinking and problem solving skills were instrumental in finding solutions.
 19. Discuss the role of review sessions and group study in exam preparation.
 20. Elaborate on importance of good mental health while achieving goals in life.
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