

S-4529

Sub. Code

23BVC1C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 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** the questions

1. What is small group?
2. Define interpersonal communication.
3. Explain one important need in human communication.
4. Describe semantic barrier in communication.
5. Elaborate on the term “ICON” in semiotics.
6. Explain learning.
7. Explain two tools used for power point presentation.
8. Describe artifacts.
9. Enumerate Chronemics.
10. Describe elocution.

Part B

(5 × 5 = 25)

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

11. (a) Describe the nature communication.

Or

- (b) Explain communication as expression, skill and process.

12. (a) What is communication? Elaborate on the levels of communication.

Or

- (b) Discuss the impact of semantic diversity in cross cultural communication.

13. (a) Describe the key components of effective listening skills.

Or

- (b) Explain the significance of nonverbal cues in interpersonal communication.

14. (a) How can effective communication improve personal and professional relationships?

Or

- (b) Identify and explain two factors that contribute to the growth of a relationship.

15. (a) Explain the importance of voice modulation in public speaking.

Or

- (b) Discuss the role of storytelling in engaging an audience during a presentation.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of body language in effective presentation. Justify with suitable examples.
 17. Discuss Knapp's relationship Detoriation model.
 18. Analyse the role of visual aids in enhancing the understanding of the presentation content.
 19. Discuss the five stages of listening process.
 20. Define each component and its role in communication process.
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S-4530

Sub. Code

23BVC1C2

B.Sc. DEGREE EXAMINATION, NOVEMBER 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** questions

1. Define the term 'aesthetics'.
2. What is the philosophy of beauty?
3. List two elements of visual art.
4. Describe the concept of "significant form" as proposed by Clive Bell.
5. What is the role of an artist as an agent of change in society?
6. Explain the term "Objectivism" in the context of aesthetics.
7. Name one pre-historic art site mentioned in the course material.
8. What does "Form – Representational" mean?

9. Mention one contemporary movement in visual art.
10. Who is Anish Kapoor and what is his contribution to contemporary art?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the importance of "Form and Function" in visual arts.

Or

- (b) Explain the concept of "Aesthetic Experience" and its significance.

12. (a) Outline the evolution of art styles from Pre-historic to Renaissance.

Or

- (b) Compare and contrast Eastern and Western art movements.

13. (a) Describe the impact of digital culture on visual arts.

Or

- (b) Explain the significance of murals in Indian art history.

14. (a) Discuss the principles of art history as defined by Heinrich Wölfflin.

Or

- (b) Analyze the role of symbolism and iconography in art.

15. (a) Detail the emergence and characteristics of Neo Pop Art.

Or

- (b) Discuss the influence of contemporary artists on modern society.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the concepts of aesthetics and the philosophy of beauty within the context of visual arts.
17. Discuss the evolution of art and various styles, emphasizing the transitions between major art movements.
18. Analyze the role of art in society and its function as a medium for social and cultural commentary.
19. Provide a detailed analysis of the elements of visual art and principles of composition, including examples.
20. Explore the connection between art and everyday life, particularly in terms of aesthetics enhancing human experience.

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Sub. Code
23BVCA1

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. What is Closure?
2. Define the concept of proportion in relation to art.
3. What is Tone?
4. Mention the difference between form and shape?
5. Define Gestalt perception.
6. What is sequencing in design?
7. Define Rhythm.
8. What is Tints?
9. What is symmetry in composition?
10. What is harmony?

Part B

(5 × 5 = 25)

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

11. (a) Explain the seven elements of design and their contribution of create a visually balanced composition.

Or

- (b) Describe the role of a grid in graphic design and provide examples of how grids are utilized in layout.

12. (a) Explain CMYK, RGB, Analogous and monochromes.

Or

- (b) Discuss the design process from concept to execute with examples.

13. (a) Discuss the concept of hierarchy in design and its importance in guiding the viewer's attention.

Or

- (b) Explain the methods to create balanced compositions using negative space with suitable examples.

14. (a) Discuss the concept of visual hierarchy and its importance in crating clarity and emphasis in design.

Or

- (b) Explain the role of contrast in design go enhance visual communication in design.

15. (a) Describe the difference between serif and sans-serif fonts with suitable examples.

Or

- (b) Explain the role of typography in design and the impact of fonts on message and tone of a design.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the impact of technology advancements on the evolution of graphic design practices.
17. Examine the psychological effects of color in design and the influence of color choices on viewer perception.
18. What role does cultural context play in design, particularly concerning color symbolism and visual cues?
19. Describe the importance of consistency in design and how it is maintained across different elements of a project.
20. Explore the influence of Gestalt principles on the perception of visual elements in design.

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Sub. Code

23BVC2C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Second Semester

Visual Communication

UNDERSTANDING VISUAL COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions

1. Define Narrative
2. What is framing?
3. Describe visual literacy.
4. What is Propaganda?
5. Briefly explain public art.
6. Define Sensation.
7. Write about Gestalt Theory.
8. What is Visual Design?
9. Write a short note on perception.
10. Explain the concept of Indexical.

Part B

(5 × 5 = 25)

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

11. (a) Describe the power of visual image in detail.

Or

- (b) Write different types of narrative in detail.

12. (a) Explain the importance of visual literacy skills.

Or

- (b) Outline the visual persuasion techniques.

13. (a) Elaborate on constructivism. Give examples.

Or

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

14. (a) List out the different types of gaze in detail.

Or

- (b) Explain the basic principle of design.

15. (a) Elaborate the colour theories in detail.

Or

- (b) What is the psychology behind color? Explain.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Trace out the history of visual culture and highlight the importance of visual literacy.
17. Explain the concepts of sensual theory and perceptual theory in detail.

18. List out the Visual Analysis techniques with suitable examples.
 19. Explain the concept of semiotics and role of symbolic signs in visual communication.
 20. Describe the role of color in a visual design.
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S-4533

Sub. Code

23BVCA2

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Visual Communication

Allied – PRINT AND PUBLICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions

1. Define font face.
2. What is dummy?
3. Describe color scheme.
4. What is Layout?
5. Briefly explain offset.
6. Define flexography.
7. Write about finishing.
8. What is offset printing?
9. Write a short note on digital pre press.
10. Explain 3D printing.

Part B

(5 × 5 = 25)

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

11. (a) Describe the signographic and calligraphic in detail.

Or

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

12. (a) Explain the colour corrections process.

Or

- (b) Outline the physical and surface characteristics of paper.

13. (a) Elaborate on types of paper sizes.

Or

- (b) Give a brief note on direct to plate process.

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

Or

- (b) Elucidate the process of e-publishing.

15. (a) Elaborate the colour printing process.

Or

- (b) Explain the new technological development in print media.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Trace out the history of printing and publishing industry in India.
17. Explain the concept of psychophysical and socio-cultural response to colour.

18. Give a detailed note on different types of traditional printing in detail.
 19. Describe the concept of colour separation and colour reproduction.
 20. Explain the contemporary printing production and publication process.
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S-4534

Sub. Code

23BVC2S1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Second Semester

Visual Communication

INTRODUCTION OF STUDY SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** the questions

1. Define time management.
2. Explain procrastination.
3. What is active listening?
4. Explain the importance of goal setting.
5. Mention the importance of deadline.
6. Interpret critical thinking.
7. Is technology a distraction?
8. Mention some strategies to improve note-taking skills.
9. What are the resources you use for studying?
10. Discuss the advantage of studying in group.

Section B**(5 × 5 = 25)**

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

11. (a) Discuss about your goal using SMART technique.

Or

- (b) Create a study schedule for semester exam.

12. (a) What are the distractions you face while studying and mention some strategies to stay focused?

Or

- (b) How do you organise your notes? Elaborate on your effective note taking skills.

13. (a) Interpret your reading and pre-reading strategies.

Or

- (b) Identify the importance of visualising and creating mental image during memorising.

14. (a) What role does creativity plays in problem-solving and critical thinking.

Or

- (b) Discuss the importance of listening and observing skills.

15. (a) Highlight the use of study guides and flashcards.

Or

- (b) What are the reason for feeling anxious before the exam?

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. What are some common biases and fallacies that can hinder critical thinking and how can they be avoided?
 17. What are the techniques for managing test anxiety and staying calm under pressure?
 18. Discuss about various techniques to aid memory retention.
 19. Elaborate on importance of good mental health and supportive environment to achieve goals in life.
 20. Who is your model and what motivates you to achieve? Critically analyse your plans to achieve your goals.
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S-4535

Sub. Code

23BVCA3

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Visual Communication

Allied – 2D AND 3D MODELLING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is 2D and 3D?
2. What is texture?
3. Write any two types of lights in Blender.
4. Explain about Blender.
5. Define : object animation.
6. What is Rigging?
7. List out the modifying shapes keys.
8. Recall the motion tracking.
9. What is blender game engine?
10. Write zone of the geometric modes.

Part B

(5 × 5 = 25)

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

11. (a) Give a brief note on introduction to blender.

Or

- (b) Differentiate between 2D and 3D modelling.

12. (a) Describe the important of lighting in 3D model.

Or

- (b) Describe the camera movement and animation.

13. (a) Explain the details of Nurbs and Meta shapes.

Or

- (b) Outline the introduction of particle systems.

14. (a) What are all the advanced techniques used for creating textures.

Or

- (b) Write a brief note on setting up the camera for tracing.

15. (a) Identify the concept of UV texture.

Or

- (b) Brief the note on exporting games.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Outline the view ports and objects creation in 3D modelling.
17. Explain the details of compositing and post- processing.
18. Illustrate about constraints and armatures.
19. Enumerate the concept of creating and animating screws and gears in blender.
20. Describe the steps involving to creating scenes in blender.

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Sub. Code

23BVC3C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Visual Communication

MULTIMEDIA TECHNOLOGIES AND STANDARDS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define the 3D Graphics.
2. What is an image editing?
3. Identify the characteristics of audio.
4. What is LED?
5. Define the term metrics.
6. What is synchronization?
7. Write a brief note on SOC.
8. Mention the feature of game input.
9. What is LAN?
10. Identify the functions of CCTV.

Part B

(5 × 5 = 25)

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

11. (a) Explain the applications of multimedia.

Or

- (b) What are the various 3D graphics representation?

12. (a) Write a brief note on Wide colour Gamut.

Or

- (b) Explain the role of television display resolution.

13. (a) Write a detail note on the digital audio quality.

Or

- (b) Discuss the characteristics of synchronization and mixing of audio.

14. (a) Elaborate on the advantages and disadvantages of Wi-Fi and Bluetooth services.

Or

- (b) Write the capabilities and limitations of bitmaps.

15. (a) Discuss the concept of Multicast extension and its necessary accessories.

Or

- (b) Give a detailed note on Virtual reality.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write in detail on the growth of multimedia software and its applications.
 17. Elaborate on the understanding of television display connections.
 18. Discuss in detail on the features of Digital Camera Sensor Technologies.
 19. Describe the various video editing operations.
 20. Critically analyse the functions of virtual reality.
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S-4537

Sub. Code

23BVC3S1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Visual Communication

DESIGN THINKING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions

1. Write the elements of design.
2. Define : RGB.
3. What is prototyping?
4. Recode the design thinking tools.
5. What is innovative?
6. What is visual perception?
7. Write any two design thinking methods.
8. Define : Mind mapping.
9. Expand : MMF.
10. What is UI design?

Part B

(5 × 5 = 25)

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

11. (a) Write the innovative ideology of design creation.

Or

- (b) How to solve the problem in design thinking?

12. (a) Explain the details of process stages of designing.

Or

- (b) Classify the resources for design mechanics.

13. (a) Identify the tools for creating ideology.

Or

- (b) Illustrate aesthetics principles for designers.

14. (a) Explain about Archery mapping mapping.

Or

- (b) Write the importance of concept development.

15. (a) Make use of minimal marketable feature.

Or

- (b) List of applications for proto typing?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Evaluate the fundamental concepts of design thinking.
17. Discuss the advantages of user-centered design for creating new ideas.

18. Elaborate the visualization and its impacts in creative design.
 19. Analyze about value chain analysis and customer co-creation.
 20. Enumerate the role of project management in design process.
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