

S-5899

Sub. Code

23BVC1C1

B.Sc. DEGREE EXAMINATION, APRIL 2025

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. Define communication.
2. Describe Proximity.
3. Illustrate SMCR Model.
4. What is Public Speaking?
5. Name two tools that can be used for PowerPoint Presentation.
6. Explain the term assertive.
7. Describe language as a barrier.
8. Define connotation with example.
9. Illustrate Artefacts.
10. What is Ethos?

Part B

(5 × 5 = 25)

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

11. (a) Enumerate the evolution of communication in the history of Mankind.

Or

- (b) Define listening. Explain the difference between listening and hearing with suitable example.

12. (a) Explain Lasswell's Model of Communication with suitable examples.

Or

- (b) "Communication is irreversible" — Explain.

13. (a) What are some of the messages that we communicate through our nonverbal behaviors?

Or

- (b) If a person has a relaxed posture, what does it signify or what could be the closest interpretation of that?

14. (a) What are the four most important interpersonal skills?

Or

- (b) What is the most common negotiation type?

15. (a) What is the role of effective communication in conflict resolution?

Or

- (b) Explain how knowing your audience is important in public speaking.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the types of communication.
 17. Explain the concepts of barriers in communication.
 18. Provide examples of how to build and maintain professional relationships through communication.
 19. Outline the procedure and steps involved in preparing for a public speaking.
 20. Analyse communication as a skill, expression and process.
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S-5900

Sub. Code

23BVC1C2

B.Sc. DEGREE EXAMINATION, APRIL 2025

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. What does “Subjectivism” entail in aesthetic philosophy?
2. Name two principles of composition in visual arts.
3. Define “Abstract Form” in art.
4. Mention one art movement associated with the Baroda Group of Artists.
5. What is the significance of virtual reality in contemporary art?
6. Describe one role of creativity in art.
7. Name an artwork by Sudarshan Shetty and its main theme.
8. What is “Data Art”?

9. Explain the concept of “Formal Analysis” in visual art critique.
10. Who is Lynn Hershman Leeson and what is her contribution to visual arts?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the differences between Representational and Abstract art forms.

Or

- (b) Analyze the concept of Iconography in visual arts.

12. (a) Describe the characteristics of Surrealism and its impact on visual arts.

Or

- (b) Explain the significance of street art in contemporary visual culture.

13. (a) Outline the evolution of Indian art from prehistoric cave paintings to modern movements.

Or

- (b) Compare the role of aesthetics in Eastern vs. Western art traditions.

14. (a) Discuss the influence of digital culture on art and aesthetics.

Or

- (b) Elaborate on the importance of art critique, using Roland Barthes’ “Rhetoric of the Image”.

15. (a) Detail the contributions of contemporary visual artists to the field of art and society.

Or

- (b) Explain the importance of performance art in the contemporary art scene.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Provide an in-depth analysis of the aesthetic experience, including the debate between objectivism and subjectivism.
17. Discuss the development and significance of creativity and expression in art, incorporating symbolism and iconography.
18. Analyze the form, content, and composition of art, with examples from both representational and abstract perspectives.
19. Explore the emerging visual contexts, such as virtual reality and digital culture, in the evolution of visual arts.
20. Discuss contemporary movements and artists, highlighting their impact on art and aesthetics in the modern era.
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S-5901

Sub. Code
23BVCA1

U.G. DEGREE EXAMINATION, APRIL 2025

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 Ideation?
2. Define the concept of space in relation to art.
3. What is Kerning?
4. List two differences between serif and sans serif font.
5. Define reverberation.
6. What is pacing in design?
7. Define Rhythm.
8. What is Saturation?
9. Enumerate two advantages of using a multi column grid in print design.
10. What is tension in composition?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the relationship between shape, form, and space in design.

Or

- (b) Explain how gestalt perception influences the way we perceive visual information.

12. (a) Explain the role of research in the design process.

Or

- (b) Discuss the importance of ideation in the creative process and list two methods and techniques used to generate ideas?

13. (a) Elaborate on how different type families contribute to conveying tone, mood, and message in visual communication design.

Or

- (b) Explain how variations such as weights and styles within a type family can be used to create visual hierarchy and cohesion in layouts.

14. (a) Discuss the importance of alignment and spacing to establish hierarchy, improve readability, and maintain consistency in design.

Or

- (b) Explain how grid elements such as columns, gutters, and modules contribute to organizing content and creating visual harmony in design compositions?

15. (a) Explain how color theory influences the visual impact and emotional response of a design composition.

Or

- (b) Explain the concept of contrast in design and its significance in enhancing visual interest and hierarchy.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the importance of elements of design to create visual interest, structure, and balance within compositions
17. What is depth of meaning in design? Discuss how sensory, emotional, and intellectual engagement contributes to meaning in design.
18. Explain the anatomy of Typeface with illustration.
19. Discuss the advantages and limitations of a hierarchical grid system in organizing complex information.
20. Explore the role of color harmony in achieving balance and unity in design.

S-5902

Sub. Code

23BVC2C1

B.Sc. DEGREE EXAMINATION, APRIL 2025

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 the term visual communication.
2. What is visual media?
3. Write a brief note on visual language.
4. What is public space?
5. Define the term visual image.
6. Identify the concept of visual perception.
7. Define female Gaze.
8. State an example for form.
9. What is visual persuasion?
10. Identify the principle of colour perception.

Part B

(5 × 5 = 25)

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

11. (a) What is the role of media in society?

Or

- (b) Explain the need for understanding of framing in communication.

12. (a) Discuss the methods involved in developing visual environment.

Or

- (b) Enumerate the functions of ethical issues in visual persuasion.

13. (a) Elaborate on the concept of Constructivism.

Or

- (b) Discuss the role of sensual theories and its applications.

14. (a) Differentiate the characteristics of male gaze from female gaze.

Or

- (b) How do you analyse the meaning and message in visual communication?

15. (a) Write in detail on colour theories.

Or

- (b) Discuss the types of visual elements in design.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the understanding of narratives in visual communication.
 17. Discuss in detail on the need for developing visual literacy skills.
 18. Critically analyze the physiology of visual perception.
 19. Explain in detail on the themes and concepts in visual culture.
 20. Comment on the understanding of visual elements in design by creating harmony.
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S-5903

Sub. Code

23BVCA2

U.G. DEGREE EXAMINATION, APRIL 2025

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 media.
2. What is typeface?
3. Mention the Secondary colours.
4. Identify the term typography.
5. What is a type style?
6. Write any two characteristics offset printing.
7. Define any paper size.
8. What is size in paper?
9. Write about Digital printing.
10. Mention the advantages of electronic publishing?

Part B

(5 × 5 = 25)

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

11. (a) State the functions of type composition.

Or

- (b) Describe about the types of page layout.

12. (a) Discuss the functions of colour and design.

Or

- (b) Elaborate on the psychological responses of colour.

13. (a) Write in detail on type setting methods.

Or

- (b) Explain the functions of Letter Press printing process.

14. (a) Write a brief note on paper varieties.

Or

- (b) Write about the features of paper folding and binding.

15. (a) Explain the concept of electronic publishing.

Or

- (b) What are the recent trends being followed in printing and publishing industry?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the functions of signographic and calligraphic structures.
 17. Critically analyze the essentials of colour psychology.
 18. Describe the process of gravure printing.
 19. Elaborate on the physical characteristics of paper varieties.
 20. Critically analyze the development of electronic printing industry in India.
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S-5904

Sub. Code

23BVC2S1

B.Sc. DEGREE EXAMINATION, APRIL 2025

Second Semester

Visual Communication

INTRODUCTION TO STUDY SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define SMART.
2. What is priority matrix?
3. What do you mean by vision?
4. What is notes?
5. How to summarize the textbook notes?
6. How to preview the study materials of answering?
7. What is your way of answering towards the multiple choice questions?
8. Define problem solving.
9. What is distractions?
10. What is anxiety?

Part B

(5 × 5 = 25)

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

11. (a) Classify the ways of overcoming distractions.

Or

- (b) Detail on SMART.

12. (a) Write down the ways of capturing key points while reading.

Or

- (b) How to organize and summarize the lecture and note book?

13. (a) Why marking and highlighting is important in information?

Or

- (b) Classify the pre-reading techniques.

14. (a) How to identify bias and explain logical fallacies?

Or

- (b) Explain the significance of flash card.

15. (a) How to create effective study guides?

Or

- (b) Classify the steps involved in engaging reflective thinking.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Detail on the necessity of Time Management.
 17. Discuss on Active listening and how to overcome distractions.
 18. How to mark important information? Explain in detail the nuances you keep while highlighting the information.
 19. What are the five problem solving skills? How can you be a good problem solver and decision maker?
 20. Enumerate on the strategies you adopt for preparing excess.
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S-5905

Sub. Code
23BVCA3

U.G. DEGREE EXAMINATION, APRIL 2025

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. Write any two tools of Blender.
2. What is called meshes?
3. Define : Lighting.
4. How to create sky in Blender?
5. Write any two uses of curves.
6. Tell about Smoke Simulation.
7. What is cloth simulation?
8. Write any two shortcut keys for create shapes.
9. Write about basic primitives.
10. What is pipeline?

Part B

(5 × 5 = 25)

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

11. (a) Elaborate the Navigation and Shortcuts.

Or

- (b) Explain the details on Modifiers.

12. (a) Illustrate the types of lightings.

Or

- (b) Describe the introduction of world settings.

13. (a) Describe the way of Modifying Nurbs and Mera Shapes.

Or

- (b) Explain about Animating with Armatures.

14. (a) Give the details on Motion Tracking.

Or

- (b) Give the details on creating 3D scenes.

15. (a) How to exporting the Games in Blender?

Or

- (b) How to do python scripting in Blender Game Engine?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write a short note on polygon primitives and meshes.
 17. Discuss the feature of Blender.
 18. Summarize the concept of creating buildings model in Blender.
 19. What is UV editor? Explain in detail.
 20. Discuss the topic of Applying textures to the objects.
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S-5906

Sub. Code

23BVC3C1

B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Visual Communication

MULTIMEDIA TECHNOLOGIES AND STANDARDS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term multimedia.
2. What is an image?
3. Identify the characteristics of video.
4. What is hyper media?
5. Define the term hypertext.
6. What is linear multimedia?
7. Write a brief note on Game engines.
8. Mention the role of a game console.
9. What is interlacing?
10. Define cast and score.

Part B

(5 × 5 = 25)

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

11. (a) Explain the functions of multimedia.

Or

- (b) What are the various frame types available in video compression?

12. (a) Write a brief note on interactive multimedia.

Or

- (b) Explain the functions of Tweening.

13. (a) Write a detail note on the evolving technologies of multimedia.

Or

- (b) Discuss on the various image formats used in multimedia.

14. (a) Discuss the advantages and disadvantages of MIDI over the digital audio.

Or

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

15. (a) Describe the memory, storage and communication devices for multimedia systems.

Or

- (b) Give a detailed note on digital video technology.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain how the multimedia hardware and software is used in multimedia environment.
 17. Elaborate on the functions of a Project manager and an Interface Designer.
 18. Discuss in detail on the features of 3D Modeling and animations.
 19. Describe the various sound editing operations.
 20. Explain about the power of sound in multimedia.
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S-5907

Sub. Code

23BVC3S1

B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Visual Communication

DESIGN THINKING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. How to uses the design for business?
2. What is the basic concept of Design Thinking?
3. Define : Wrie framing.
4. Define : 5–stages approach.
5. Specify the process of design.
6. What is visualization?
7. Define: Customer.
8. List out the visual ideas.
9. What is MVP?
10. Define : UI.

Part B

(5 × 5 = 25)

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

11. (a) What is design thinking mindset? Explain it.

Or

- (b) How can generate creative ideas in designing fields?

12. (a) Describe the User-centered Design.

Or

- (b) Explain the note of Human-centered design.

13. (a) Comment on visual thinking based tools used for design thinking.

Or

- (b) Illustrate the responsibilities of designers.

14. (a) Differentiate between Journey Mapping and Archetype Persona.

Or

- (b) How to be using Brain-storming content in your design.

15. (a) What is MMF? And illustrate that features.

Or

- (b) Write a note on Rapid Prototyping.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Evaluate the fundamentals of divergent thinking and convergent thinking.
 17. Write the details on Designing growth process and stages.
 18. Analysis the concept of design thinking tools.
 19. Discuss the competitive advantages in design thinking methods.
 20. Expand : MVE and enumerate its functions.
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S-5908

Sub. Code

23BVC4C1

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Visual Communication

FILM APPRECIATION AND ANALYSIS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Film Appreciation.
2. What is Visual Aesthetics?
3. Define Narrative Cinema.
4. Who is called as father of Documentary?
5. What is Archetype?
6. Define plot.
7. What do you mean by Mise-en-scene?
8. What do you refer as film style?
9. What is pace?
10. Define Arteur theory.

Part B

(5 × 5 = 25)

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

11. (a) Describe the economic basis of commercial cinema.

Or

- (b) Name any ten technical terms used in Film production.

12. (a) Enumerate on the importance of sound and music in film.

Or

- (b) Write a short notes on Documentary genres.

13. (a) Give a brief account on main stream cinema with few citation from famous film directors in Tamil.

Or

- (b) Describe film style and our famous Tamil Directors with their movies associated to their film style.

14. (a) What is Montage? Discuss the different types of Montages.

Or

- (b) Give a short notes on the Transitions used in film editing.

15. (a) Describe the Authorship in film.

Or

- (b) Explain psychoanalytic film theory.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the nature of Tamil cinema and its significance to the society.
 17. Explain in detail the story Archetypes.
 18. Give an elaborate account on Mise-en-scene.
 19. What are cinematographer properties? Explain.
 20. Write an essay on the world major film movements.
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S-5909

Sub. Code

23BVC4S1

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Visual Communication

LIFE SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define the term communication.
2. What is verbal communication?
3. Write a brief note on critical thinking.
4. Mention the characteristics of problem solving techniques.
5. Define the term self – awareness.
6. What is empathy?
7. Define the term interpersonal skill.
8. What is negotiation?
9. Expand the term SMART.
10. Identify any organizational skills.

Part B

(5 × 5 = 25)

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

11. (a) Explain the types of non-verbal communication.

Or

- (b) Describe the process of communication.

12. (a) Discuss the requirement of various critical thinking skills for a communicator.

Or

- (b) What are the various methods involved in decision making process?

13. (a) Explain impact of self-awareness on emotional intelligence.

Or

- (b) How to manage and express emotions in a professional place?

14. (a) Describe the process to build and maintain teamwork collaboration.

Or

- (b) How does negotiation works in overcoming conflicts in an organization?

15. (a) Discuss the ways to analyse and identify the strengths and weaknesses of an individual.

Or

- (b) How to develop time management?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the need for learning and developing communication skills.
 17. Critically analyze the need for developing critical thinking among youngsters.
 18. Explain the role of media in modifying emotional intelligence.
 19. Discuss the strategies of developing effecting networking skills in any organization.
 20. Comment on the requirement of self – motivation and develop goal setting.
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S-5910

Sub. Code

23BVCA4

U.G. DEGREE EXAMINATION, APRIL 2025

Visual Communication

Allied – COMPOSITING AND VISUAL EFFECTS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is spill suppression?
2. List out the composition elements.
3. Define : D compositing.
4. What is sweetening?
5. Write any two file formats of image.
6. Explain : IPEG.
7. Define : Three point lightings.
8. Write any two name of the VFX softwares.
9. What is production?
10. Write down the elements of portfolio.

Part B

(5 × 5 = 25)

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

11. (a) Define : Composition and write on compositing elements.

Or

- (b) Briefly describe about most painting.

12. (a) Explain colour correction node.

Or

- (b) Categorize the digital colours.

13. (a) Explain the image format of PNG and TIFF.

Or

- (b) Write on the important of image transformations.

14. (a) Explain the concept of green mate techniques.

Or

- (b) Illustrate the interface setting of compositing.

15. (a) Explain production pipeline.

Or

- (b) What is the responsibility of graphic designer?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of chroma keying in VFX studio.
17. Summarize the concept of matting and its techniques.
18. Discuss the role of backgrounds in VFX making.
19. Elaborate the actions of Rotoscope animation.
20. Write on “The purpose of compositing” in VFX technology.