

S-0404

Sub. Code

23BVC1C1

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

1. What is organizational communication?
2. Why do we need human communication?
3. Define culture.
4. What is Signs?
5. Mention the purpose of body language.
6. What is proxemics?
7. Define interpersonal communication.
8. What do you mean by Assertive?
9. Who is target audience?
10. What is the use of prezi?

Part B

(5 × 5 = 25)

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

11. (a) What is the benefit of interpersonal communication? Explain its stages.

Or

- (b) Explain the importance of visual communication.

12. (a) Explain the communication process with suitable examples.

Or

- (b) Define and explain the role of semiotic in communication.

13. (a) Write a note on the role of body language in communication.

Or

- (b) What are strategies used to improve listening skills? Explain.

14. (a) Specify the advantages and disadvantages passive and aggressive communication.

Or

- (b) Why do we need negotiation skills? Explain.

15. (a) What are the techniques use to manage fear and build confidence while speaking?

Or

- (b) How do you adapt your presentation style based on the audience's reaction? Explain with example.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. In what ways do different communication models impact the effectiveness of a conversation? Discuss.
 17. Define barriers and explain the various types of barriers in communication.
 18. Discuss the types and functions of non-verbal communication.
 19. How can effective communication can improve personal and professional relationship? Analyse with suitable examples.
 20. How does audience feedback shape the success of a public speech? Discuss.
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S-0405

Sub. Code

23BVC1C2

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Define Visual Aesthetics.
2. What do you mean by Visual Art.
3. What is Art Movement?
4. Name any two modern painting and their contributions.
5. Define Gothic Art.
6. What is Expressionism?
7. What do you mean by Surrealism?
8. Define Neo POP Art.
9. What is digital painting?
10. Define the role of painters in the contemporary society.

Part B

(5 × 5 = 25)

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

11. (a) List the elements of Visual Arts.

Or

- (b) What is the role of creativity in Visual Art.

12. (a) Give a brief account on Indus Valley Civilisation.

Or

- (b) Give a brief account on Bengal school of Art movement.

13. (a) What is conceptual art and explain it in detail?

Or

- (b) What is Renaissance Art? Discuss its characteristics of, style and give some examples.

14. (a) Discuss the significance of street art and its influence in modern art.

Or

- (b) Elaborate on Posthuman art and data sculpture.

15. (a) Detail on Clive Bell significant form.

Or

- (b) List out the formal ways of Visual Analysis.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail on the impact of digital culture and virtual reality in the field of visual art.
 17. Amplify on the mural paintings of Ajanta, Ellora and Sittanavasal.
 18. Detail on the pre-historic art emphasizing the characteristics of Greek Art, Byzantine Art.
 19. Examine the contemporary art movements and artists in India.
 20. Summarize on the principles of Art history by Heinrich Wolfflin.
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S-0406

Sub. Code

23BVCA1

U.G. DEGREE EXAMINATION, NOVEMBER 2025

Visual Communication

Allied – GRAPHIC DESIGN AND TYPOGRAPHY

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term graphic design.
2. What is line?
3. Write an example for ideation.
4. Mention any two elements of design.
5. What is a type size?
6. State any two special characters.
7. Which type of column is mostly seen in magazine writing?
8. What is the purpose of modular grid?
9. State the primary colours.
10. Define the term Saturation.

Part B

(5 × 5 = 25)

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

11. (a) Write a brief note on the concepts of expression and abstraction in graphic design.

Or

- (b) Elaborate on the various elements of design.

12. (a) Explain the creative process in graphic design from creative brief to production.

Or

- (b) Discuss the depth of meaning conveyed through designing.

13. (a) Describe the anatomy of typeface.

Or

- (b) Elaborate on the characteristics of type families.

14. (a) Explain the types of grids and its purposes.

Or

- (b) Write in detail on the elements of grids.

15. (a) Describe the types of composition with a neat diagram.

Or

- (b) Critically analyse the RGB colours in designing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the designing principles of magazine.
 17. How effectively the creative process is applied in advertising.
 18. Discuss the need for understanding typography in graphic designing.
 19. Comment on the types of designing layout used in newspapers and advertisements.
 20. Critically analyze the differences between RGB and CMYK colours in graphic designing.
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S-0407

Sub. Code

23BVC2C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 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 media.
2. What is visual language?
3. Write a brief note on visual literacy.
4. What is public space?
5. Define the term visual design.
6. Identify the concept of visual perception.
7. Define Male Gaze.
8. State an example for form.
9. What is semiotics?
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 visual media in society?

Or

(b) Explain the types of narratives in Visual Media.

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

Or

(b) Enumerate the functions of visual persuasion and propaganda.

13. (a) Elaborate on the concept of Gestalt theory.

Or

(b) Discuss the role of cognition in Visual Communication.

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 semiotics.

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 visual language in communication.
 17. Discuss in detail on the role of visual communication in different contexts.
 18. Critically analyze the application of Gestalt theory and constructivism.
 19. Explain in detail on the themes and concepts in visual culture.
 20. Comment on the techniques for persuasive visual communication.
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S-0408

Sub. Code

23BVCA2

U.G. DEGREE EXAMINATION, NOVEMBER 2025

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 Print media.
2. What is typography?
3. Mention the primary colours.
4. Identify the term design.
5. What is a type face?
6. Write an example for offset printing.
7. Define any paper size.
8. What is weight in paper?
9. Write about Digital pre-press.
10. What is electronic publishing?

Part B

(5 × 5 = 25)

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

11. (a) State the functions of typography in print production.

Or

- (b) Explain the types of layout.

12. (a) Discuss the functions of colour.

Or

- (b) Elaborate on colour combination.

13. (a) Write in detail on plate making process.

Or

- (b) Explain the functions of Gravure printing process.

14. (a) Discuss the physical characteristics of paper.

Or

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

15. (a) Write a brief note on electronic publishing.

Or

- (b) What are the recent trends being followed in electronic publishing?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the physical structure of typography and calligraphy.
 17. Outline the need to study on application of colour for an effective design.
 18. Give a detailed note on the concept of letter press printing process.
 19. Describe the paper varieties and sizes with necessary specifications.
 20. Critically analyze the development of printing and publishing industry in India.
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S-0409

Sub. Code

23BVC2S1

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

1. Define Goals.
2. What is Schedule?
3. Who is called as Active listeners?
4. What is critical thinking?
5. Why marking is important in information learning?
6. Define meta cognition.
7. Name two strategies for creating effective study guides.
8. What is Reflective Thinking?
9. What is logical fallacy?
10. Mention any two ways to improve thinking process.

Part B

(5 × 5 = 25)

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

11. (a) Why time management is important in Academic?

Or

- (b) How to overcome procrastination?

12. (a) List out the note making methods.

Or

- (b) Give a brief account on Annotations and highlighting Techniques.

13. (a) List out the strategies of reading comprehension.

Or

- (b) Enumerate on the steps involved in summarizing and synthesising information from reading.

14. (a) How to develop critical thinking skills for analysing.

Or

- (b) Write short notes on Logical thinking and problem solving skills.

15. (a) How to overcome the test anxiety and stress?

Or

- (b) How as a student you will review your exam result for future development.

Part C

(3 × 10 = 30)

Answer any **three** of the following.

16. Give an elaborate account on SMART Goals.
 17. How you can be an active listeners what are the various distractions as a student your face?
 18. Elaborate on pre-reading and previewing materials.
 19. How to engage in reflective thinking?
 20. List out the strategies for efficient exam preparation.
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S-0410

Sub. Code

23BVCA3

U.G. DEGREE EXAMINATION, NOVEMBER 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. What is Blender?
2. Name any two alternatives for Blender?
3. Name the short cut for moving objects in Blender.
4. What do you mean by modifiers?
5. What is proportional editing and mention the short cut for it?
6. What is key frame?
7. What are the types of Lights in Blender?
8. Define Graph Editor.
9. What is Nurb?
10. Define vertex.

Part B

(5 × 5 = 25)

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

11. (a) Discuss the selection tools and Editing objects in Blender.

Or

- (b) Detail on the modifiers available in Blender.

12. (a) Explain the types of Light in Blender.

Or

- (b) Write a short notes on Render Engines in Blender.

13. (a) Give a brief account Render Engines in Blender.

Or

- (b) Elaborate on the particle system.

14. (a) What is vertex group? Discuss.

Or

- (b) Explain the word settings in the blender.

15. (a) Discuss in detail the Advanced Game Engine Techniques.

Or

- (b) Amplify on UV Texture and discuss the procedure applying textures to object.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Step out the protocols involved in creating and applying materials in Blender.

17. Explain composting and post processing in Blender.

18. Summarize on Animation and its types and list the advanced animation Techniques.
 19. What is NURBS? Discuss the modelling Techniques and meta shapes?
 20. Detail on workflow, pipeline, Geometric modes in Blender.
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S-0411

Sub. Code

23BVC3C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. What is the use of HTML?
2. What do you mean by Image Editing?
3. Expand LED, OLED and WCG.
4. What is Interpolation?
5. What is Audio Filtering?
6. Define VR.
7. Mention any three mobile accessories.
8. What is RFID?
9. Define Network Topologies.
10. Specify the benefits of CCTV.

Part B

(5 × 5 = 25)

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

11. (a) Comment on the future of Multimedia.

Or

- (b) What is a computer? Explain its advantages.

12. (a) Compare the significant functions of wire and wireless technology.

Or

- (b) Comment on Television display resolution.

13. (a) Write a note on digital camera sensor technology.

Or

- (b) What are the key differences between lossless and lossy audio formats?

14. (a) How does AI acceleration in SOCs improve machine learning applications?

Or

- (b) Explain the working process of mobile phone.

15. (a) What are the advantages of Virtual Reality (VR) and Augmented Reality (AR) in multimedia experiences?

Or

- (b) Specify the functions of protocol layers of Computer Communication Networks.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the advantages and limitations of 3D image representation compared to 2D graphics?
 17. Discuss the benefits of various television display technology and its functions.
 18. Write a note on
 - (a) Audio file formats
 - (b) Audio Effects and Modulation
 - (c) Audio frequency domains processing
 19. Comment on the working mechanism of gaming technology with reference to mobile gaming.
 20. Specify the different types of Home Automation and control with reference to Smart Phone technology.
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S-0412

Sub. Code

23BVC3S1

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Define the term Empathy.
2. Enlist the uses of Design Thinking.
3. Give any two examples for Double Diamond Process.
4. Define the term prototyping.
5. What does mind map mean?
6. What is meant by Brain storming?
7. Mention any three tools used in designing.
8. List out the Alignments in designing.
9. Expand MMF.
10. Define the term UI.

Part B

(5 × 5 = 25)

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

11. (a) Discuss the problem solving Approach in design thinking.

Or

- (b) Explain three types of Thinking in design thinking.

12. (a) Design the process stages of Designing for Growth.

Or

- (b) Enlist the creative design thinking Approaches.

13. (a) Mention the uses of tools in elaborate.

Or

- (b) Explain the term “Visualization” with examples.

14. (a) Discuss the Development of Design Thinking.

Or

- (b) Outline the Mindmapping and Journey Mapping in design thinking.

15. (a) Compare and contrast MVE and MVP in design thinking.

Or

- (b) Write down the Basic Principles of UI Design in design thinking.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Analyse the role of Project Management in Design Process.
 17. Mention value Chain Analysis and Competitive Advantage.
 18. Give a brief account on Aesthetics principles for Designers.
 19. Write a detail on Fundamental concept in design thinking.
 20. Explore the connection between prototyping and wireframing.
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S-0413

Sub. Code

23BV4C1

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

1. What is Film Review?
2. What is Film Style?
3. Define non-narrative cinema.
4. What are the five elements of film form?
5. Define Idea, Sub plot.
6. What is Syed Pyramid structure?
7. Mention any two principles of film.
8. What is cut?
9. Define Jump cut.
10. What do you mean by Expressionism?

Part B

(5 × 5 = 25)

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

11. (a) Explain the components involved in Film Appreciation.

Or

- (b) Trace the growth of Indian Cinema.

12. (a) What are the popular narrative forms in Tamil Cinema?

Or

- (b) Explain the three act story structure.

13. (a) Enlist the importance of Narration and Ideology in film.

Or

- (b) Differentiate main stream and alternative narrative forms.

14. (a) Explain the significance of continuity in Cinema.

Or

- (b) Write short notes on Long take, Space and Time.

15. (a) Describe Marxist Film Theory.

Or

- (b) What is Feminist film theory? Explain.

Part C

(3 × 10 = 30)

Answer any **three of the** questions.

16. Trace the growth of Tamil Cinema
 17. Explain in detail Film genres.
 18. Discuss the aspects of Mise-en-scene.
 19. Explain in detail Montage and its types.
 20. Discuss in detail the major film movements of world cinema.
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S-0415

Sub. Code

23BVCA4

U.G. DEGREE EXAMINATION, NOVEMBER 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 Composition?
2. Define: Keying.
3. Define: CGI.
4. What is Digital Colour?
5. Tell about Image blending.
6. Unique of Digital Images.
7. What is stereoscopic compositing?
8. Three point lighting.
9. Define: VFX.
10. How to built a portfolio?

Part B

(5 × 5 = 25)

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

11. (a) Explain the key techniques using in composite.

Or

- (b) Summarize the concept of Refining Mattes.

12. (a) What is colour correction? Tell about few importance corrections of colour.

Or

- (b) Comment the details about Camera Effects.

13. (a) Make use of image blending in VFX.

Or

- (b) Tell about the steps to do creating effects in visuals.

14. (a) Develop the concept of advanced CGI Techniques.

Or

- (b) Advantages of lightings in VFX.

15. (a) Construct your portfolio for ad agency.

Or

- (b) Explain the VFX and it's role.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Distinguish the spill suppression and Dispill Artifacts in composite.
 17. Functions of Transforms and Tracking.
 18. Explain the Digital Colour and it's usages to make a real composition of images.
 19. Describe the steps of Advanced Rendering Techniques.
 20. Evaluate about Ethics and Responsibilities of making VFX.
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S-0416

Sub. Code

23BVC5C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Visual Communication

ADVERTISING AND BRAND COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define brand equity.
2. Mention two international advertising brands.
3. List any two objectives of social marketing.
4. Define brand positioning.
5. What is employer branding?
6. Give two examples of cooperative advertising.
7. What is advertising research?
8. List two techniques for crafting effective ad copy.
9. Mention any two types of digital ads.
10. What is retargeting in digital marketing?

Part B

(5 × 5 = 25)

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

11. (a) Trace the history and evolution of Indian advertising.

Or

- (b) Explain the role of advertising in the marketing mix.

12. (a) Describe the importance of rural markets in Indian advertising.

Or

- (b) Explain the P's of a social marketing program.

13. (a) Write short notes on consumer-based brand equity.

Or

- (b) Explain brand valuation principles with applications.

14. (a) Discuss the role of creativity in advertising with examples.

Or

- (b) Explain the significance of visual communication in branding.

15. (a) Evaluate the importance of search engine marketing (SEM).

Or

- (b) Discuss strategies for designing effective mobile advertising.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Define advertising and brand communication. Explain their role in building brand equity.
 17. Evaluate various theories of advertising and promotion.
 18. Critically analyses strategies for building brand identity in challenging times.
 19. Explain advertising media planning and buying with examples.
 20. Discuss the changing nature of advertising in the digital era.
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S-0417

Sub. Code

23BVC5C2

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Visual Communication

USER EXPERIENCE DESIGN

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define User Experience Design.
2. Why is UX important for businesses?
3. Define the Von Restorff effect.
4. State Fitts's law in UX psychology.
5. Define user stories.
6. What is the Savannah Hypothesis in aesthetics?
7. Define the term "affordance" in UX design
8. What is usability evaluation?
9. What is meant by responsive design?
10. Mention one ethical issue in UX design.

Part B

(5 × 5 = 25)

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

11. (a) Explain the core concepts of User Experience Design with examples.

Or

- (b) Explain the multiple dimensions of UX design.

12. (a) Discuss guiding principles of inclusive design in UX.

Or

- (b) How do emotions and mood affect technology interactions?

13. (a) Explain the psychology of aesthetics in UX design.

Or

- (b) Describe the role of user research in UX design.

14. (a) Describe organizational schemes for structuring information.

Or

- (b) Explain the role of information architecture in UX design.

15. (a) How will AI and machine learning shape the future of UX?

Or

- (b) Discuss the role of accessibility and inclusive design in UX.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain how UX design contributes to product differentiation in competitive markets.
 17. Discuss authentic social interactions with technology.
 18. How do person as improve design decision-making?
 19. Discuss role of usability metrics in evaluation.
 20. Explain challenges in cross-platform responsive design.
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S-0418

Sub. Code

23BVC5E1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Visual Communication

Elective – IMMERSIVE MEDIA DESIGN

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Immersive Media Design.
2. What are the key principles of immersion?
3. Mention any two hardware devices used in VR.
4. What is haptic feedback in VR?
5. Define World Building in VR.
6. What is occlusion handling in AR?
7. Mention two examples of Mixed Reality devices.
8. Define immersive storytelling.
9. What is the Metaverse in simple terms?
10. List any two applications of immersive journalism.

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of interactivity and presence in immersive media design.

Or

- (b) Write a short note on Unity3D and Unreal Engine in immersive media.

12. (a) Discuss the use of sensors and controllers in VR devices.

Or

- (b) Explain the difference between 3DoF and 6DoF navigation in VR.

13. (a) Describe the VR design process with examples.

Or

- (b) Write a short note on VR input and output devices.

14. (a) Discuss the limitations of AR design such as limited field of view and tracking.

Or

- (b) Explain the role of ARKit and ARCore in AR development.

15. (a) Write a note on the applications of MR in healthcare and training.

Or

- (b) Discuss the challenges and opportunities of the Metaverse in education.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Trace the history of immersive media design and give examples of early immersive projects.
 17. Explain VR interaction design and the importance of creating presence in VR environments.
 18. Discuss AR project development with the help of Unity3D or Unreal Engine.
 19. Write a detailed essay on immersive storytelling: techniques, scriptwriting, and storyboarding.
 20. Critically analyze the impact of the Metaverse on businesses, education, and society.
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