

C-1505

Sub. Code

82813

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Game Art and Design

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define communication.
2. List some non-verbal communication.
3. What do you mean by pragmatic?
4. What is denotation?
5. Write any two merits of visual communication.
6. Define perception.
7. What is semiotics?
8. Define visual illusion.
9. What is mass media?
10. Why public relation is important?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the job avenues in visual communication sector.

Or

- (b) What are the barriers in communication.

12. (a) Write a brief note on two step flow theory.

Or

- (b) Write about Dance's Helical model.

13. (a) Briefly explain design execution and presentation.

Or

- (b) State the principles of visual-sensory perception.

14. (a) Write a note on denotation and connotation.

Or

- (b) State the problems and challenges of cross-cultural communication.

15. (a) Discuss about the prospects of electronic media.

Or

- (b) Write briefly about print media.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the types of communication.

Or

- (b) Write the meaning and importance of visual communication.

17. (a) Explain SMCR model theoretical concepts and constructs in communication model.

Or

- (b) Explain Schramm's circular model and Lasswell's model

18. (a) Elaborate on the functions of mass communication.

Or

- (b) Define culture and communication. What is the relationship between culture and communication.

C-1506

Sub. Code

82814

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Game Art and Design

FUNDAMENTALS AND HISTORY OF ART

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is free strokes?
2. Write a note on station point.
3. List the primary colours.
4. What is mesolithic age?
5. What is pop art?
6. Define lighting.
7. Draw any two 2D shape.
8. What is greyscale?
9. What is calligraphy?
10. Write a note on surrealism.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about hatching and diverging lines.

Or

- (b) State the importance of lines.

12. (a) What are the essentials of human figure drawing?

Or

- (b) How will you study from live figure?

13. (a) Briefly explain two point perspective.

Or

- (b) Write short note on colour mixing.

14. (a) Write a brief note on Mughal and Rajasthani miniature.

Or

- (b) Outline the features of Kangra and Warli painting.

15. (a) Write briefly about optical art.

Or

- (b) Discuss about Rococo Neoclassicism.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about geometric structure.

Or

(b) Explain linear and aerial perspective with examples.

17. (a) Explain in detail about contour drawing.

Or

(b) State and importance of colour psychology.

18. (a) Criticize Ajanta and Ellora cave paintings.

Or

(b) Explain in detail manuscript painting of Pala and Jain.
