

C-1503

Sub. Code

83213

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Animation

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Dyadic Communication.
2. Noise.
3. Gate keeping.
4. Semantic.
5. Connotation.
6. Perceptions.
7. Icons.
8. Cross cultural communication.
9. Traditional Media.
10. Public Relations.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Define Interpersonal Communication. What are the stages involved in Interpersonal Communication?

Or

- (b) Write a short note on Helical Model.

12. (a) Bring out the difference between Connotation and Denotation with examples.

Or

- (b) Elucidate the importance of Visual Thinking.

13. (a) Mention the functions of Mass Communication in brief.

Or

- (b) Silence is a Non Verbal Communication-Explain.

14. (a) Discuss about paradigmatic and syntagmatic aspects of sign.

Or

- (b) Write a note on importance of Perception in Communication.

15. (a) What are the pros and cons of Hypodermic Needle Model?

Or

- (b) Bring out the difference between Publicity, Propaganda and PR.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the various types of Non verbal communication with examples.

Or

- (b) Discuss on the merits and demerits of Gate keeping theory.

17. (a) Write in detail about semiotics.

Or

- (b) Write a note on :
(i) Uses and Gratification Theory.
(ii) Media convergence.

18. (a) Explain SMCR model in detail.

Or

- (b) Give a detail note on the Color Psychology.

C-1504

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83214

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Animation

FUNDAMENTALS OF ART

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Drawing.
2. Cast Shadow.
3. Vanishing point.
4. Atmospheric Perspective.
5. Line of action.
6. Proportion.
7. RYB.
8. Grey scale.
9. Conte.
10. Texture.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on different types of Hatching.

Or

- (b) Write a short note on Forms of shadow and light.

12. (a) Define line. What are the different types of lines?

Or

- (b) Elucidate the importance of surface in drawing.

13. (a) Mention the significance of ellipses and perspective in cylindrical forms.

Or

- (b) Brief down the basic steps involved in human drawing.

14. (a) Discuss about primary, secondary and tertiary colours.

Or

- (b) Write a note on the components of colours.

15. (a) Texture creates visual interest – Discuss.

Or

- (b) Write a short note on Sketchbook.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the different drawing techniques.

Or

- (b) Distinguish aerial perspective and linear perspective. What are the different types of linear perspective.

17. (a) Sketch down various poses of stick figures.

Or

- (b) Visual Perception creates illusions in drawings – Explain.

18. (a) Explain about the different drawing materials and their applications.

Or

- (b) Give a detail note on the Colour Wheel with pictorial representation.
