

C-1513

Sub. Code

83513

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Media technology

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define interpersonal communication.
2. What is perception?
3. What is visual thinking?
4. Define optical illusion.
5. Write short note on electronic media.
6. Why public relation is important?
7. Write the meaning of connotation.
8. What is visual communication?
9. Write a note on paradigmatic aspects of sign.
10. What is global media?

Part B

(5 × 5 = 25)

Answer **all** questions

11. (a) List the advantage of visual communication.

Or

- (b) Write the difference between verbal and non-verbal communication.

12. (a) State the important of mass media.

Or

- (b) Briefly explain about publicity and propaganda.

13. (a) Write a note on cross-cultural communication.

Or

- (b) How culture and communication is important in the present society?

14. (a) Write the principles of visual sensory perception.

Or

- (b) Discuss the features of syntagmatic aspects of sign.

15. (a) Briefly explain SMCR model.

Or

- (b) Outline the salient features of Lasswell's model.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the barriers in communication? Explain the steps to overcome.

Or

- (b) Explain the types of communication.

17. (a) Highlight the importance of colour psychology.

Or

- (b) Elaborate on the process of developing ideas, verbal and visual.

18. (a) Explain the merits and demerits of uses and gratification model.

Or

- (b) Explain the functions of mass communication.
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C-1514

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B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Media Technology

DESIGN FUNDAMENTALS

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on design.
2. Write any two elements of design.
3. Expand CMYK.
4. Write a note on RGB.
5. What do you mean by typography?
6. Comment on font.
7. Differentiate brochure and poster.
8. Write a note on layout.
9. What is aerial perspective?
10. Give an example for one point perspective.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain any two principles of design.

Or

- (b) Write the importance of visualization in design.

12. (a) Explain the colour harmony with an example.

Or

- (b) Explain the colours used in printing.

13. (a) Write the importance of graphics in design.

Or

- (b) Typography enhances the design – Explain.

14. (a) Write the types of layout and explain it with an example.

Or

- (b) Explain the design process.

15. (a) Illustrate the single point perspective with an example.

Or

- (b) Explain the role of perspective in design.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Analyse the principles and elements of a contemporary design.

Or

- (b) Explain the importance of creativity in design with examples.

17. (a) Draw one title in 3D and explain the typography in design.

Or

- (b) Explain the need for image manipulation in design with examples.

18. (a) Design a wrapper layout for a sports magazine.

Or

- (b) Explain the aerial perspective with examples.
