

C-1515

Sub. Code

83313

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Photography

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define – Communication.
2. Write short note on group communication.
3. List out the types of Non-verbal communication.
4. Define – Semiotics.
5. What is noise in communication process?
6. Write short note on colour theory.
7. What do you mean by virtual reality?
8. What is visual thinking?
9. Define the concept of global media.
10. Write short notes on gatekeeping theory.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write brief note on symbols and meaning.
Or
(b) Describe verbal communication and their types.
12. (a) Explain – two step flow theory with diagram.
Or
(b) Discuss about types of communication.
13. (a) Explain paradigmatic and syntagmatic aspects of signs.
Or
(b) Define colour psychology with examples.
14. (a) Discuss global media role in communication.
Or
(b) What is the difference between connotation Vs. Denotation.
15. (a) Explain electronic media and their types.
Or
(b) State the role of digital media in mass communication.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Define – communication as a process and explain the levels of communication.
Or
(b) Write detailed note on barriers of communication and types.

17. (a) Discuss about uses and gratification theory with examples.

Or

- (b) What are the problems and challenges of cross-cultural communication?

18. (a) Describe the function of mass communication with examples.

Or

- (b) Write detailed note on traditional and print media with their types.
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C-1516

Sub. Code

83314

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Photography

FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define – Graphics
2. Write short notes on harmony.
3. What do you mean by rhythm in graphic design.
4. What is over exposure and under exposures?
5. Write short notes on Hue and Saturation.
6. What is cropping and how to crops?
7. Describe cool colours in few words.
8. List the types of graphics.
9. State any two rastergraphics softwares.
10. Define - grid

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

11. (a) Explain the importance of creativity in design

Or

- (b) Describe – Element of design.

12. (a) Demonstrate the camera parts and operation.

Or

- (b) Define – lens and explain the types of lenses.

13. (a) Differentiate achromatic VS Monochromatic.

Or

- (b) Write notes on:

(i) Primary

(ii) Secondary

(iii) Complementary colours

14. (a) Discuss about typography and classifications.

Or

- (b) Describe image and colour manipulation.

15. (a) Explain the important parts of a page layout

Or

- (b) Describe the stages of designing process.

Part C

(3 × 10 = 30)

Answer **three** questions.

16. (a) Elaborate the design fundamentals, and characteristics.

Or

- (b) Write detailed note on different types of photography.

17. (a) Define – colour theory and Explain the colour Psychology with examples.

Or

- (b) Explain the importance of graphics and types of graphics.

18. (a) How to design a layout of sports magazine front following guidelines?

Or

- (b) Describe how to capture readers attention through good design.
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