

C-1624

Sub. Code

96713

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Visual Communication

INTRODUCTION TO VISUAL COMMUNICATION

(2018 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define communication.
2. List the merits or visual communication.
3. What is connotation?
4. Define optical illusion.
5. What is visual design?
6. What are the different types of communication?
7. List the role of designer.
8. What are the elements of visual design?
9. Define culture.
10. What is visual thinking?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the importance of human communication.

Or

- (b) What are the objectives of communication?

12. (a) “Communication as an expression”–Explain.

Or

- (b) Explain the approaches to design.

13. (a) Write the importance of colour while communicating visually to an audience.

Or

- (b) Write about the role of research in designing.

14. (a) What is the role of language in visual communication?

Or

- (b) Discuss the role of designers in a digital era.

15. (a) Write short note about sensory perception.

Or

- (b) Write short note on basics of visual design

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Elaborate on the various types of communication.

Or

(b) Explain in detail about SMCR model.

17. (a) Elaborate on the techniques of visual thinking.

Or

(b) Explain the design process.

18. (a) What are the principles of design? Explain with examples.

Or

(b) Explain gestalt theory in detail.
