

C-1519

Sub. Code

82913

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Visual Effects

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Visual Communication.
2. Define Interpersonal Communication.
3. What is Semiotics?
4. Define perception.
5. What is Visual thinking?
6. Define Optical illusion.
7. What is mass media?
8. Write short note on electronic media.
9. Why public relation is important?
10. Write the meaning of connotation.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the importance of Visual Communication.

Or

- (b) List out the barriers in communication.

12. (a) Briefly explain Lasswell's model.

Or

- (b) State the importance of Dance's Helical model.

13. (a) Write briefly about Semiotic landscape.

Or

- (b) Highlight the significance of syntagmatic aspects of signs.

14. (a) Write a note on Denotation culture/codes.

Or

- (b) State the prospects of print media.

15. (a) List out the relationship between culture and communication.

Or

- (b) Write the merits of Hypodermic needle model.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail the types of communication.

Or

- (b) Communication as a process, symbols, expression – Explain.

17. (a) Explain Schramm's Circular model and White Gatekeeper theory.

Or

- (b) Describe the levels of communication.

18. (a) Explain the importance of color psychology.

Or

- (b) Explain the functions of mass communication.

C-1520

Sub. Code

82914

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Visual Effects

FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Fish eye lens
2. TLR
3. Pixels
4. Negative
5. Texture
6. Value
7. Warm colors
8. Vector graphics
9. Darkroom
10. Memory card.

Part B $(5 \times 5 = 25)$ Answer **all** questions.

11. (a) Explain the triangular lighting principle.
Or
(b) Explain the various perspective of photography.
12. (a) Write short notes on f-stop numbers.
Or
(b) Write about the rules of composition.
13. (a) Analyze the risk involved in wild life photography.
Or
(b) Write about the basic principles of color blending.
14. (a) Explain the significance of light controlling system in a camera.
Or
(b) Describe the types of graphics and its usage.
15. (a) Discuss the advantages of DSLR camera.
Or
(b) Write down the characteristics of visual design.

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) How digital technology has changed the way Photographers work with the camera? Elaborate.
Or
(b) Prepare 10 page dummy for your college/university/ department magazine.

17. (a) How do you plan an indoor studio shoot? Explain in detail?

Or

- (b) Differentiate Wide – Normal – Tele lenses.

18. (a) Discuss the changing trends of photography in India.

Or

- (b) How typography would be useful for the use of digital printing technology? Explain.
-