

<b>C-1521</b>
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<b>Sub. Code</b>
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<b>83613</b>
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**B.Sc. DEGREE EXAMINATION, NOVEMBER 2019**

**First Semester**

**Visual Media**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Short answer questions with no choice.

1. Define communication.
2. What is intrapersonal communication?
3. Explain SMCR.
4. What is two-step flow theory?
5. Define semiotics.
6. What is Visual thinking?
7. Define Public Opinion.
8. What is cross-cultural communication?
9. What is mass media?
10. What is publicity?

**Part B**

(5 × 5 = 25)

Brief answer with either or type. Answer **all** questions.

11. (a) Explain the meaning and importance of Visual Communication.

Or

- (b) Explain the barriers to Communication.

12. (a) Differentiate between verbal and non-verbal communication.

Or

- (b) Elaborate on concepts and constructs in communication.

13. (a) Describe Lasswell's linear model of communication.

Or

- (b) Illustrate Schramm's circular model of communication.

14. (a) Explain the process of Public Opinion.

Or

- (b) Delineate cross-cultural communication.

15. (a) Explain the functions of mass communication.

Or

- (b) Examine the Hypodermic needle model of communication.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Critically examine the types of communication and their applications in the day to day life.

Or

- (b) Examine the technical, semantic and pragmatic levels of communication.

17. (a) Explain the role of research in the process of developing ideas to design execution.

Or

- (b) Explain how Whites Gate Keeping Theory is practiced in the modern mass media?

18. (a) Examine the relationships between culture and communication in the context of Global Media.

Or

- (b) Critically analyse the applications of mass media theories in the functioning of electronic media.

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<b>C-1522</b>
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<b>83614</b>
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**B.Sc. DEGREE EXAMINATION, NOVEMBER 2019**

**First Semester**

**Visual Media**

**ART AND DESIGN STUDY**

**(2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

Define on :

1. Dot – line
2. Rhythm
3. RYB
4. Calligraphy
5. Copy fitting
6. The week
7. Horizon line
8. Vanishing print
9. 2D
10. Line of action

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

11. (a) Briefly explain the basic elements of design.

Or

- (b) Elaborate on the principles of design.

12. (a) Write notes on primary, secondary and tertiary colors.

Or

- (b) Briefly explain the elements of typography.

13. (a) Illustrate the layout production process.

Or

- (b) How do you plan layout and design for various mediums?

14. (a) Elaborate on the types of perspective views.

Or

- (b) Explain the linear perspective constructive methods.

15. (a) What are the essentials of human figure drawing?

Or

- (b) Briefly write a note on contour drawing.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) “A man paints with his brains and not with his hands” – Elaborate.

Or

- (b) “Colour is the element of art that refers to reflected light” – Elaborate.

17. (a) Critically examine the elements and principles that every artist should understand and implement.

Or

- (b) Examine the technological, compositional and social aspects of visuals.

18. (a) Examine the layout and design of India Today and Front line.

Or

- (b) “Objective drawing and painting are the artists’s means of acquiring a vocabulary of expression, design and composition” – Justify.

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