

C-0197

Sub. Code

83213

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Animation

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by the term communication?
2. Mention few importance of Visual communication.
3. What is meant by communication model?
4. Define Whites Gatekeeper theory.
5. What is Semiotics?
6. Define color psychology.
7. What is public opinion?
8. Define connotation.
9. What is mass media?
10. List the types of mass media.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss briefly about the term Communication as a process.

Or

- (b) Write short notes on inter-cultural communication.

12. (a) Write short notes on SMCR model.

Or

- (b) Write a brief note on two-step flow theory.

13. (a) Write a brief note on Narrative representation.

Or

- (b) Write short notes on optical / visual Illusions.

14. (a) Write short notes on global media.

Or

- (b) Write a brief note on multi cultural content.

15. (a) Discuss briefly about public relations.

Or

- (b) Write a brief note on Digital media.

Part C

(3 × 10 = 30)

Answer **all** the questions.

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

Or

- (b) Write a detailed note on Dance's Helical model.

17. (a) Explain in detail about the principles of visual and sensory perceptions.

Or

- (b) Write a detailed note on the aspects of signs and symbols.

18. (a) Explain the relationship between culture and communication.

Or

- (b) Write a detailed note on the functions of mass communication.
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C-0198

Sub. Code

83214

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Animation

FUNDAMENTALS OF ART

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are free strokes?
2. Define Hatching.
3. What is a station point?
4. Define picture plane.
5. What is figure drawing?
6. Define relative proportion.
7. What is value?
8. Define Hue.
9. What is a texture?
10. Define art.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss briefly about understanding lines.
Or
(b) Write short notes on superimposed levels.
12. (a) Write short notes on one point perspective.
Or
(b) Write a brief note on perspective terminology.
13. (a) Write a brief note on the essentials of human figure drawing.
Or
(b) Write short notes on contour drawing.
14. (a) Discuss briefly about creating a colour wheel.
Or
(b) Write a brief note on Greyscale.
15. (a) Discuss briefly about the study of different environment.
Or
(b) Write a brief note on texture and colouring.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain in detail about the progressive method.
Or
(b) Explain the differences between linear perspective and aerial perspective.

17. (a) Explain in detail about the relative proportion of various parts of the body.

Or

- (b) Write a detailed note on the study of live figure.
18. (a) Write a detailed note on colour combinations.

Or

- (b) Explain the details about understanding different materials and their applications.
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C-0199

Sub. Code

**83223/
82823**

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Second Semester

DESIGN STUDY

**Common for B.Sc. (Animation)/
B.Sc. (Game Art and Design)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Mention of significance of design in human life.
2. What is meant by target audience?
3. Define Colour theory.
4. What is a colour wheel?
5. List the typeface classifications.
6. What is type anatomy?
7. Define graphic design.
8. What is non-white space?
9. What is a grid?
10. List the stages of design process.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss briefly about the characteristics of a design.

Or

- (b) Write short note on the purpose of design in human life.

12. (a) Write the differences between achromatic and monochromatic colours.

Or

- (b) Write a brief note on colour blending.

13. (a) Write a brief note on the importance of graphics.

Or

- (b) Write short note on vector graphics.

14. (a) Discuss briefly about the understanding and usage of negative space.

Or

- (b) Write a brief note on experimenting with symmetrical design.

15. (a) Discuss briefly about the role of templates.

Or

- (b) Write a brief note on the important parts of a page layout.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain in detail about creative vs stereo type solutions.

Or

- (b) Explain the differences between additive model and subtractive model.

17. (a) Explain in detail about the triads and tetrads.

Or

- (b) Write a detailed note on colour manipulation.

18. (a) Elaborate on creating designs that utilize white and non-white space.

Or

- (b) Explain the details of incorporating the golden mean into designs.

C-0200

Sub. Code

83224

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Second Semester

Animation

DIGITAL DESIGN TECHNIQUES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Bitmap?
2. List the types of File format.
3. What is image processing?
4. Define bit rate.
5. What is digital art?
6. Define digital tool.
7. State the principle of design.
8. What is digital painting?
9. Mention few presentation formats.
10. What is meant by professional practice?

Part B

(5 × 5 = 25)

Answer **all** the questions

11. (a) Write a brief note on Vectors.

Or

- (b) Write short note on the software used to create digital illustration.

12. (a) Write a short note on digital processing.

Or

- (b) Write a brief note on image sharpening techniques.

13. (a) What is anti-aliasing? Brief out.

Or

- (b) Write short notes on vector tools.

14. (a) Discuss briefly about the principles of composition.

Or

- (b) Write a brief note on the concept of visual language.

15. (a) Discuss briefly about the time management.

Or

- (b) Write a brief note on graphics design.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain in detail about the different types of resolution.

Or

- (b) Write a detailed note on the tools and techniques used for the conversion of different file formats.
17. (a) Explain the difference between analog and digital processing.

Or

- (b) Write a detailed note on different types of layers.
18. (a) Elaborate on artistic directions in contemporary illustration.

Or

- (b) Write a detailed note on the history of graphic design.
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C-0201

Sub. Code

83232

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Animation

ADVANCED ART FOR ANIMATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is cognitive drawing?
2. Define visualizing sound.
3. What is gesture drawing?
4. Define scribbling technique.
5. What is meant by anatomy for art?
6. Define body mechanics.
7. What is personality art?
8. Define facial expression.
9. What is dynamic sketching?
10. Define creature making.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss briefly about drawing from memory.

Or

- (b) Write short note on focus test.

12. (a) Write short note on speed drawing techniques.

Or

- (b) Write a brief note on 30 sec action poses.

13. (a) Discuss briefly about the basic animal anatomy.

Or

- (b) Write short note on muscular system.

14. (a) Write short note on drawing model sheets.

Or

- (b) Discuss briefly about action poses.

15. (a) Discuss briefly about the story board basics.

Or

- (b) Write a brief note on the environmental design.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain in detail about the portrait drawing.

Or

- (b) Write a detailed note on line of action, weight and force.

17. (a) Explain in detail about the identifying of deformation areas.

Or

(b) Discuss in detail about the study of corresponding muscle movement for skinning purpose.

18. (a) Explain in detail about the generation of multiple character ideas.

Or

(b) Write a detailed note on the analytical figure drawing.

C-0202

Sub. Code

83233

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

Animation

2D AND EXPERIMENTAL ANIMATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define animation.
2. What is the role of an animator?
3. List the types of animation.
4. What is Flip book?
5. Mention the storytelling methods.
6. What is short film?
7. Define body language.
8. What is uncanny valley?
9. Define stretch.
10. What is slow in?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a brief note on the history of animation.

Or

- (b) Write short note on the mediums and and platforms of application.

12. (a) Write a short note on experimental animation.

Or

- (b) Write a brief note on Roto animation.

13. (a) What is interest curve? Brief out.

Or

- (b) Write short note on storytelling mediums.

14. (a) Discuss briefly about communicating essential actions through complex animations.

Or

- (b) Write a brief note on acting for animation.

15. (a) Write short note on Solid drawing and appeal.

Or

- (b) Write a brief note on overlapping actions.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the importance of communication in production settings.

Or

- (b) Write a detailed note on the history of animation.

17. (a) Elaborate on Next-gen animation techniques.

Or

- (b) Write a detailed note on experimental storytelling methods.

18. (a) Write a detailed note on developing anthropomorphic characters.

Or

- (b) Explain the underlying principles of animation.
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C-0203

Sub. Code

83234

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Animation

FILM LANGUAGE AND APPRECIATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is neo formalism?
2. Define film perception.
3. What is ambiguity?
4. Define framing.
5. What is planning?
6. Define pre-production.
7. What is cinematography?
8. Define camera blocking.
9. What is rhythm cut?
10. Define mixing.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write a brief note on film and psycho-analysis.
Or
(b) Write short note on reception aesthetics.
12. (a) Write a short note on non-classical approach to narrative films.
Or
(b) Write a brief note on the aspects of mise-en-scene.
13. (a) What is budgeting? Brief out.
Or
(b) Write short note on story boarding.
14. (a) Discuss briefly about editing report.
Or
(b) Write a brief note on three point lighting.
15. (a) Write short note on the functions of sound.
Or
(b) Write a brief note on continuity editing.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss in detail about the cinema in the third world.
Or
(b) Write a detailed note on cinematographer properties.

17. (a) Elaborate on planning budget and scheduling.

Or

(b) Write a detailed note on the different types of camera lens.

18. (a) Write a detailed note on the editing dimensions of film editing.

Or

(b) Explain the process of importing media files into Non linear editing.

C-0204

Sub. Code

83242

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Fourth Semester

Animation

3D MODELING AND TEXTURING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Mention the stages of modeling.
2. What is Sculpt geometry?
3. Define character modeling.
4. What is texture application?
5. Define bounce light.
6. What is natural light?
7. Define texture.
8. What is bump map?
9. Define rendering.
10. What is three point lighting?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write a brief note on blocking.
Or
(b) Write short note on view port optimization.
12. (a) Write a short note on environment modeling.
Or
(b) Write a brief note on the body mechanics.
13. (a) Write brief note on lighting basics.
Or
(b) Write short note on natural light.
14. (a) Discuss briefly about unwrapping techniques.
Or
(b) Write a brief note on texture pipeline.
15. (a) Write short note on render global.
Or
(b) Write a brief note on Maya lights.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss in detail about productive modeling.
Or
(b) Write a detailed note on the importance of uniform span flow.

17. (a) Elaborate on modular modeling techniques.

Or

(b) Write a detailed note on the surface types and their response to light.

18. (a) Write a detailed note on shader development in hypershade.

Or

(b) Explain the process of setting up render layers and passes.

C-0205

Sub. Code

83243

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Fourth Semester

Animation

ADVANCED ANIMATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is rigging?
2. Define Parenting.
3. What is control parent?
4. Define mirror joints.
5. What is Maya?
6. Define staging.
7. What is posing?
8. Define run cycle.
9. What is resolution gate?
10. What is crane shot?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write a brief note on grouping and self driven key.
Or
(b) Write short note on vehicle rigging.
12. (a) Write short note on delete history and joint setup.
Or
(b) Write a brief note on expression editor and facial rig.
13. (a) Write a brief note on Animation UI tool.
Or
(b) Write short note on Graphic editor.
14. (a) Write short note on facial expressions.
Or
(b) Write a brief note on Gestures.
15. (a) Discuss briefly about the resolution gate and crane shots.
Or
(b) Write a brief note on the camera tools.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain in detail about the rigging tools and techniques.
Or
(b) Write a detailed note on the object rig and robot rigging.

17. (a) Explain in detail about the process of painting skin weights and mirroring smooth skin weights.

Or

(b) Discuss in detail about the study of animation squash and stretch.

18. (a) Explain in detail about the animation for games.

Or

(b) Write a detailed note on hand held camera.

C-0206

Sub. Code

**83251/82851/
83051/83351/
82951**

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Fifth Semester

BUSINESS OF MEDIA

**(Common for B.Sc. Animation/Game Art and
Design/Graphic Design/Photography/Visual Effects)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write the types of business organization.
2. Define private sector.
3. State some co-operative organization.
4. Write about functional structure.
5. What is micro economics?
6. Define Stakeholders.
7. List some examples of suppliers.
8. What is business communication?

9. Define marketing.
10. Define Entrepreneurship.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate between public sector and private sector.

Or

- (b) Write about the importance of structure.

12. (a) Discuss Pros and Cons of different structures.

Or

- (b) How customer is important for an organization?

13. (a) Explain the term quality product

Or

- (b) State the difference between owner and shareholder.

14. (a) Explain the marketing strategy.

Or

- (b) Write about accounting and finance.

15. (a) List out the importance of communication

Or

- (b) What are the channels of communication?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on the ways to structure a business.

Or

(b) Explain in detail the types of Business Organization.

17. (a) Elaborate on Human Resources.

Or

(b) How will you maintain interpersonal relationships with the supplier?

18. (a) Explain the business strategy that you will follow in your business.

Or

(b) Explain the Social responsibility of Entrepreneur.

C-0207

Sub. Code

**83252/82852/
83052/83352/
82952**

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Fifth Semester

Animation

PORTFOLIO AND PRESENTATION

**(Common for B.Sc. (Animation/Game Art and
Design/Graphic Design/Photography/Visual Effects)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Portfolio?
2. List out the types of Portfolio.
3. What is Digital Portfolio?
4. How will you enhance your presentation skill?
5. What is business card?
6. What are the components of a Portfolio?
7. Write any two merits of Blog?
8. Define Portfolio design.
9. Write short note on Portfolio enhancement.
10. List out the uses of Whatsapp.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about the importance of Portfolio.

Or

- (b) Elaborate on the different types of Portfolio.

12. (a) What are the production techniques of digital Portfolio?

Or

- (b) Discuss about the professional presentation through television.

13. (a) State the different presentation format.

Or

- (b) Explain the steps in creation of Blog.

14. (a) Explain the design and development of business cards.

Or

- (b) How Instagram access is user friendly?

15. (a) State the pros and cons of social media.

Or

- (b) How will you maintain your Portfolio effectively?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on the Digital Portfolio Do's and Don'ts.

Or

- (b) Elaborate on Theatre/TV/film Portfolio presentation techniques.

17. (a) Explain social networking in detail.

Or

- (b) Explain in detail the types of Portfolio.

18. (a) How will you undergo research on market analysis?

Or

- (b) Prepare your own budget in the development of Portfolio.

C-1236

Sub. Code

83213

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Animation

FUNDAMENTALS OF ART

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is a key element in developing visual perception in Observational Drawing.
 - (a) Using abstract shapes
 - (b) Consistency
 - (c) Understanding color psychology
 - (d) Tracing images

2. Why is Subject Variety important in observational drawing?
 - (a) It adds complexity to drawings
 - (b) It helps in creating abstract art
 - (c) It enhances drawing skills
 - (d) It reduces the need for shading

3. In Perspective Drawing, what is the purpose of converging lines?
 - (a) Creating depth
 - (b) Overlapping and Placement
 - (c) Quick sketches
 - (d) Digital Color Theory

4. _____ is foreshortening primarily used for in Perspective Drawing.
 - (a) Adding shadows
 - (b) Creating abstract shapes
 - (c) Emphasizing depth
 - (d) Reducing proportional accuracy

5. _____ is the significance of the Stick Figure in figure drawing.
 - (a) Providing a basic framework
 - (b) Adding detailed features
 - (c) Achieving color harmonies
 - (d) Enhancing foreshortening

6. How does Gesture contribute to Human Anatomy Study?
 - (a) It adds complexity to poses
 - (b) It captures the flow and movement of the body
 - (c) It emphasizes color temperature
 - (d) It reduces the need for proportional accuracy

7. How does Color Harmony contribute to visual appeal in art?
- (a) By creating a sense of unity
 - (b) By using contrasting colors only
 - (c) By eliminating the use of shadows
 - (d) By emphasizing perspective
8. _____ is the practical application of Color properties in art.
- (a) Creating abstract shapes
 - (b) Enhancing texture
 - (c) Achieving specific visual effects
 - (d) Reducing the need for perspective
9. How does the understanding of scale and proportion contribute to Environmental Design?
- (a) By creating a sense of depth
 - (b) By eliminating the use of texture
 - (c) By simplifying body parts
 - (d) By emphasizing quick sketches
10. Why is the application of texture and coloring important in Environmental Design?
- (a) To achieve a realistic representation
 - (b) To emphasize proportional accuracy
 - (c) To reduce the complexity of drawings
 - (d) To enhance colour harmonies in isolation.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of Consistency in Observational Drawing.

Or

- (b) Discuss the role of Subject Variety in observational drawing.

12. (a) Elaborate on the concept of Proportional Accuracy in Perspective Drawing.

Or

- (b) Compare and contrast the techniques of Overlapping and Placement in Perspective Drawing.

13. (a) Describe the significance of the Stick Figure in human figure drawing.

Or

- (b) Explore the importance of Foreshortening in figure drawing.

14. (a) Discuss the Color Wheel and its significance in understanding color relationships.

Or

- (b) Explain the concept of Color Temperature in Color Theory.

15. (a) Investigate the role of the Golden Ratio in Environmental Design.

Or

- (b) Analyze the importance of Understanding Scale and Proportion in Environmental Design.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explore the role of Value and Shading in creating form and depth.

Or

- (b) Discuss how Subject Variety enhances an artist's skills in Observational Drawing.

17. (a) Examine the significance of Converging Lines in Perspective Drawing.

Or

- (b) Evaluate how Overlapping and Placement contribute to visual hierarchy in Perspective Drawing.

18. (a) Explain Constructing the Front View using basic shapes in figure drawing.

Or

- (b) Explain the importance of Cylindrical Forms in realistic figure representation.

19. (a) Analyze the practical use of Color Harmonies in evoking emotions in art.

Or

- (b) Examine how Color Psychology influences viewer perception in artworks.

20. (a) Evaluate how artists create Conceptual Depth in two-dimensional spaces.

Or

- (b) Discuss how Texture and Coloring contribute to the visual richness of Environmental Design.
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C-1237

Sub. Code

83215

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Animation

INTRODUCTION TO VISUAL COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does the term “Intrapersonal Communication” refer to?
 - (a) Communication within a group
 - (b) Communication within an individual’s mind
 - (c) Communication between individuals
 - (d) Communication through mass media

2. _____ is a key aspect of Visual Communication,
 - (a) A linear process
 - (b) Importance symbols of
 - (c) Mass Communication only
 - (d) Intrapersonal communication

3. _____ model views communication as involving a sender, message, channel, and receiver.
- (a) SMCR
 - (b) Two-step flow theory
 - (c) Schramm's Circular model
 - (d) Dance's Helical model
4. _____ the three communication levels in the Levels of Communication model.
- (a) Structural, Syntactic, Semantic
 - (b) Technical, Semantic, Pragmatic
 - (c) External, Internal, Semantic
 - (d) Cognitive, Emotional, Pragmatic
5. What does the paradigmatic aspect of signs in semiotics deal with?
- (a) Denotations and connotations
 - (b) Language and visual communication
 - (c) Visual-Sensory Perceptions
 - (d) Narrative representation
6. _____ is the focus of the Design process in visual communication,
- (a) Precision instruments
 - (b) Color psychology
 - (c) Optical illusions
 - (d) Research and developing ideas

7. _____ is the primary focus of Culture and Communication.
- (a) Barriers Communication
 - (b) Cross-cultural Communication
 - (c) Global media impact
 - (d) Intrapersonal Communication
8. _____ is emphasized in the Introduction to Semiotics.
- (a) Analysis of signs
 - (b) Culture and codes
 - (c) Denotations and connotations
 - (d) Message meaning and culture/codes
9. _____ are the functions of mass communication mentioned.
- (a) To persuade, inform and educate only
 - (b) To entertain and inform only
 - (c) To persuade, inform, educate and entertain
 - (d) To inform, educate and propagate propaganda
10. _____ theory of mass media suggests that media directly influences individuals.
- (a) Hypodermic needle model
 - (b) Uses and gratification model
 - (c) Schramm's Circular Model
 - (d) Two-step flow theory

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the concept of “Communication as an expression”.

Or

- (b) Discuss the significance of symbols and meaning in the communication process.

12. (a) Examine the Two-step flow theory in communication models.

Or

- (b) Discuss the levels of Communication - Technical, Semantic and Pragmatic.

13. (a) Explain the semiotic landscape in terms of language and visual communication.

Or

- (b) Discuss the denotations and connotations in the context of semiotics.

14. (a) Discuss the impact of multicultural content on communication, particularly in the context of global media.

Or

- (b) Explain the nature and meaning of public opinion in the context of communication.

15. (a) Explore hypodermic needle model and discuss its implications for mass media communication.

Or

- (b) Explain the functions of mass communication.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explore the importance of visual communication.

Or

- (b) Explore the various types of communications.

17. (a) Analyze the role of the gatekeeper in the communication process.

Or

- (b) Elaborate on the concept of Dance's Helical model.

18. (a) Examine the principles of visual-sensory perceptions and their role in effective design.

Or

- (b) Discuss the key steps involved and the significance of each step in creating meaningful visual communication.

19. (a) Evaluate the challenges of cross-cultural communication.

Or

- (b) Examine the relationship between culture and communication.

20. (a) Explore the impact of digital media on traditional forms of mass media.

Or

- (b) Discuss the uses and gratification model in the context of mass media.
-