**Tamil Nadu Open University**

**Chennai-15**

**SCHOOL OF JOURNALISM AND NEW MEDIA STUDIES**

**Assignment**

**Programme Code :** BVC 01 – Introduction to communication

**Programme Name :** B.Sc (Visual Communication)

**Batch :** CY 2019

**No.of Assignments :** 4

***Assignment: 1***

**Part – A (4x10=40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks**

1. What is Non-verbal communication
2. What are the trends in communication
3. What is Intrapersonal Communication
4. What are the types of audience

**Part – B (2x3=60 Marks)**

**Answer and two questions given below in 1000 words each**

1. Explain SMCR model in communication
2. What are Formal and Informal Channels
3. What are noises? Explain its types

***Assignment: 2***

**Part – A (4x10=40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks**

1. What is non-verbal communication
2. What are the forms of communication
3. What is group Communication
4. Explain encoding and decoding process in communication

**Part – B (2x3=60 Marks)**

**Answer and two questions given below in 1000 words each**

1. Explain functions of mass communication
2. What are the dysfunctions of mass communication
3. Explain decoding process

***Assignment: 3***

**Part – A (4x10=40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks**

1. Explain the scope of communication
2. What is mass communication
3. Difference between intra and inter personal communication
4. What are the dysfunctions of mass communication

**Part – B (2x3=60 Marks)**

**Answer and two questions given below in 1000 words each**

1. What are the functions of mass communication
2. What is Ideation in mass communication
3. Explain Agenda Setting theory

***Assignment: 4***

**Part – A (4x10=40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks**

1. Explain the purpose of communication
2. What are the emerging trends in communication
3. Difference between verbal and non-verbal communication
4. Explain encoding and decoding process in communication

**Part – B (2x3=60 Marks)**

**Answer and two questions given below in 1000 words each**

1. Explain public communication with examples
2. What is lateral thinking
3. Explain nature, meaning and process in communication

Programme Code : BVC 02 – Visual Design

Programme Name : B.Sc (Visual Communication)

Batch : CY 2019

No.of Assignments : 4

***Assignment: 1***

**Part – A (4x10=40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks**

1. Define visual design
2. What are the approaches to design
3. What are the main components for designing
4. What are the elements of design

**Part – B (2x3=60 Marks)**

**Answer and two questions given below in 1000 words earch**

1. Explain Color psychology
2. What are optical illusion
3. What is rhythm, colour and balance in design

***Assignment: 2***

**Part – A (4x10=40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks**

1. What is centrality of design
2. What is symmetry in design
3. How to make design attractive
4. Explain the process in designing

**Part – B (2x3=60 Marks)**

**Answer and two questions given below in 1000 words earch**

1. Explain the Principles of design
2. What are the problems faced by designers
3. Explain the role of designers

***Assignment: 3***

**Part – A (4x10=40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks**

1. What the elements in graphic designing
2. What are the sources of graphic designing
3. What is visual thinking
4. what are the ideas to develop designing

**Part – B (2x3=60 Marks)**

**Answer and two questions given below in 1000 words each**

1. what are the process of problem identification, search for solution
2. what are materials and tools used in designing
3. Explain the associate techniques used in designing

***Assignment: 4***

**Part – A (4x10=40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks**

1. How are ideas created for designing
2. What are thematic presentation in designing
3. Explain the different tools available for designing
4. How to deal presentation for designing

**Part – B (2x3=60 Marks)**

**Answer and two questions given below in 1000 words earch**

1. Design a pamphlet for Jewel advertisement
2. Design a letter head for automobile company
3. Design a logo for shoe brand with a tagline