UG-408	BVC-01

B.Sc DEGREE EXAMINATION – JUNE 2019.

First Year

Visual Communication

INTRODUCTION TO COMMUNICATION

Time : 3 hours   Maximum marks : 75

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. What is intra-personal communication? Explain.

2. How important is feedback for effective communication? Explain with example.

3. What is lateral thinking? Explain.

4. What is cross cultural communication?

5. What are the qualities of a copy writer?

6. Discuss the importance of non verbal communication.

7. What is public communication?

PART B — (5× 10 = 50 marks)

Answer any FIVE questions

8. Explain the nature and scope of communication with examples.

9. What is noise? What are the types in a communication process?

10. Explain Agenda setting theory uses and gratification theory.

11. What are the functions of mass communication?

12. What are the problems and challenges in cross cultural communication?

13. What are the different career opportunities available for visual communication students?

14. Explain the process of ideation and thinking.

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UG – 409	BVC–02

B.Sc. DEGREE EXAMINATION – JUNE 2019.

First Year

Visual Communication

VISUAL DESIGN

Time : 3 hours   Maximum marks : 75

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions

1. What are the elements of design?

2. What is color psychology? Explain

3. What are associative thinking techniques? Explain

4. What are the elements of graphic design?

5. Discuss about any 5 logos favorite to you.

6. How do you design a brochure? Explain the stages.

7. What are the points to be remembered while designing a website.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. What are the principles of design? Discuss

9. Explain the stages of visual designing process

10. What are the essential and desirable qualities required for a visual designer?

11. What are the software used for graphic designing? Explain their characteristic features

12. Explain the process of developing ideas

13. Design a layout for a letter head of your choice with a logo

14. Design a layout for a brochure of your choice

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