

UG – 406

BVC-01

**B.Sc. DEGREE EXAMINATION —
DECEMBER, 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. Explain Inter-personal communication? Explain
2. What is encoding and decoding? Explain
3. What is Laswell's model of communication?
4. What are the functions of mass communication?
5. What are the qualities of an art director?
6. What is public communication?
7. List down the career opportunities available for a media student

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Differentiate verbal communication from non-verbal communication
9. What is noise? What are the types in a communication process?
10. Explain any two theories of mass communication
11. How do you convey messages for different audiences using different media?
12. What is the impact of global media and multi cultural content on developing countries?
13. Explain the role of copy writer and designer in creating content
14. Explain the process of ideation and thinking

UG-407

BVC-02

**B.Sc.DEGREE EXAMINATION —
DECEMBER 2019.**

First Year

Visual Communication

VISUAL DESIGN

Time : Three hours

Maximum marks : 75

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Write short notes on the centrality of design.
2. What are shape, space and form? Explain.
3. What are associative thinking techniques? Explain.
4. Write a note on the graphic design process?
5. What is visual thinking? Explain.
6. How do you design a visiting card? Explain with an example.
7. What are the points to be remembered while designing a website.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Write short notes on Contrast, balance, symmetry and rhythm with illustrations.
9. Color can convey meanings and moods – comment from a Psychological perspective.
10. What are the essential and desirable qualities required for a visual designer?
11. What are the tools available in Adobe Photoshop and Corel draw.
12. What is the importance of research in a visual design process? Explain with example.
13. Design a layout for a letter head of your choice with a logo.
14. Design a layout of a web site home page of your choice.
