



**TAMIL NADU OPEN UNIVERSITY**  
Chennai - 15  
**School of Journalism and New Media Studies**

**SPOT ASSIGNMENT**

Programme Code No : 139  
Course Code & Name : BVC 01 – Introduction to communication  
Programme Name : B.Sc (Visual Communication)  
Course Code & Name :  
Batch : AY 2019 ( 1<sup>st</sup> year )  
No.of Assignment : 4  
Maximum CIA marks : 25

**ASSIGNMENT - 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What is verbal communication
2. What are the scopes of communication
3. What is Interpersonal Communication

**ASSIGNMENT - 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain SMCR model in communication
2. What are the emerging trends in communication
3. What are noises? Explain its types

**ASSIGNMENT - 3**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What are the types of audience
2. What is non-verbal communication
3. What are the forms of communication

**ASSIGNMENT - 4**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What is Intrapersonal Communication
2. Explain encoding and decoding process in communication
3. Explain functions of mass communication



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**SPOT ASSIGNMENT**

Programme Code No : 139  
Course Code & Name : BVC 02 – Visual Design  
Programme Name : B.Sc (Visual Communication)  
Course Code & Name :  
Batch : AY 2019 ( 1<sup>st</sup> year )  
No.of Assignment : 4  
Maximum CIA marks : 25

**ASSIGNMENT - 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

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

**ASSIGNMENT - 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What are the elements of design
2. Explain Color psychology
3. What are optical illusion

**ASSIGNMENT - 3**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What is rhythm, colour and balance in design
2. What is centrality of design
3. What is symmetry in design

**ASSIGNMENT - 4**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. How to make design attractive
2. Explain the process in designing
3. Explain the Principles of design