



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

**ASSIGNMENT**

Programme Code No	: 139
Course Code & Name	: BVCS 11 – Introduction to Visual communication
Programme Name	: B.Sc (Visual Communication)
Batch	: AY 2021 ( 1 <sup>st</sup> year )
No.of Assignment	: 2
Maximum CIA marks	: 15

**ASSIGNMENT - 1**

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

1. What is verbal communication
2. What are the Need of communication
3. What is Group Communication

**ASSIGNMENT - 2**

**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 effects of noise in communicaiton



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**ASSIGNMENT**

Programme Code No : 139  
Course Code & Name : BVCS 12 – Social Psychology  
Programme Name : B.Sc (Visual Communication)  
Batch : AY 2020 ( 1<sup>st</sup> year )  
No.of Assignment : 2  
Maximum CIA marks : 15

**ASSIGNMENT - 1**

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

1. Define Social Psychology
2. What are the methods of Social Psychology
3. What are social learning process

**ASSIGNMENT - 2**

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

1. What are the socialization and motivation
2. Explain society and perception
3. What are attitudes and opinion

# Tamil Nadu Open University

Chennai-15

SCHOOL OF JOURNALISM AND NEW MEDIA STUDIES

## Assignment

Programme Code No	: 139
Course Code & Name	: BVCS P1 – Drawing lab
Programme Name	: B.Sc (Visual Communication)
Batch	: AY 2020
Credits	: 4
No. of Assignments	: 2
Maximum CIA marks	: 15

### ***Assignment: 1***

Prepare any one of sketch and submit

1. Stroke drawing
2. Oil Pastel

### ***Assignment: 2***

Prepare any one of sketch and submit

1. Line drawing
2. Sketch drawing



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**ASSIGNMENT**

Programme Code No : 139  
Course Code & Name : BVCS 21 – Writing For Media  
Programme Name : B.Sc (Visual Communication)  
Batch : AY 2021 ( 2<sup>nd</sup> year )  
No.of Assignment : 2  
Maximum CIA marks : 15

**ASSIGNMENT - 1**

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

1. What is Editorial policy?
2. What is inverted pyramid?
3. What is features and special articles?

**ASSIGNMENT - 2**

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

1. Explain the characteristics of Radio?
2. Describe the Target Audience
3. Describe video jockeying in detail



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**ASSIGNMENT**

Programme Code No : 139  
Course Code & Name : BVCS 22 – Visual Literacy  
Programme Name : B.Sc (Visual Communication)  
Batch : AY 2021 ( 1<sup>st</sup> year )  
No.of Assignment : 4  
Maximum CIA marks : 15

**ASSIGNMENT - 1**

**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**

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

1. What are the elements of design
2. Explain Associate technique in design
3. What are optical illusion

**ASSIGNMENT - 3**

**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**

**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 combination & thematic



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**ASSIGNMENT**

Programme Code No : 139  
Course Code & Name : BVCS P2 – Visual Design lab  
Programme Name : B.Sc (Visual Communication)  
Batch : AY 2021  
Credits : 4  
No. of Assignments : 1  
Maximum CIA marks : 15

***Assignment: 1***

Prepare any one of design and submit

1. Poster for Toothpaste advertisement
2. Layout for covid-19 awareness