

**FYBAMMC
SEMESTER I**

VISUAL COMMUNICATION

Time: 2 hours 30 mins

Marks: 75

Note: All questions are compulsory

Figures to right indicate marks

Q1) Explain the following Concepts (any five) (15marks)

- A) Need for Visual Communication
- B) Psychological implications of colour.
- C) Emojis in visual communication.
- D) Visual stereotyping
- E) Animation
- F) Chronologies

Q2) Answer the following (any two)

- A) Enlist the different elements of design. (7 ½ marks)
- B) What are some of the types of visuals and their communication function? (7 ½ marks)
- C) How can visual communication help in the field of communication in business? (7 ½ marks)
- D) Express your views on constructivism as a theory of visual communication. (7 ½ marks)

Q3) Answer the following (any two)

- A) Express your view on 'painting and photography' as a medium of visual communication (7 ½ marks)
- B) Write a brief note on impact of language and power of words. (7 ½ marks)
- C) Elaborate on the theory of Semiotics as a tool of visual communication. (7 ½ marks)
- D) How does folk and performing art serve as a tool of visual communication? (7 ½ marks)

Q4) Elaborate on the History and Development of Visual Communication. (15marks)

OR

Q4) What are the advantages and disadvantages of visual communication? (15marks)

Q5) Write short notes on: (any three) (15marks)

- A) Photojournalism
- B) Gestalt principles
- C) Infomercials
- D) Typography
- E) Ethics in visual communication

2 Pg x 2 Copy = 4