

Time : 2 ½ Hours
(All questions)

F.Y. BAMCC
SEMESTER I
Visual Communication

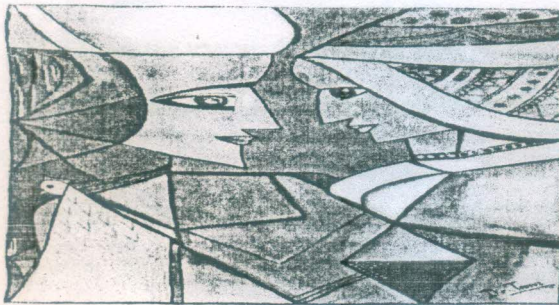
Marks : 75 marks



Note :

1. All questions are compulsory
2. All questions carry equal marks
3. Internal options are available. Choose A&B or C&D
4. Use Diagrams necessary to support your answers
5. Read the question carefully before attempting the answer

Q1 Why is Painting a medium of Visual Communicating. Explain Narrative theory looking at the Painting. What is Narrative Fidelity and Narrative Probability. 15M



Q2. A. What is Visualization? Is Visualization a creativity Board - Explain 08
B. Explain Eye Tracking Method in visualization 07

OR

Q2. C. Explain Types of sign relationship. Explain Pictogram and a Phonogram 08
D. Explain color harmonies in visual design. How is a color decided in Advertising? 07

Q3 A. Explain types visible concepts? What is Visual Literacy 08
B. Explain Visual Communication as. a process and as an expression? 07

OR

Q3. C. Visual Culture / Culture dominates world. Explain with examples 08
D. What role has film and television played in visual communication. Explain 07

Q4 A. What is the difference between traditional media and new media?
Give 4 examples each 08
B. Explain ATL, BTL and TTL. Difference between Classified text & Classified Display 07

OR

Q4. C. Explain newspaper layout in relation to Gesalt Theory in details 08
D. Explain reception theory. Explain Posters and Brochures 07

Q5. Write in brief (any three) : 15

1. Citizen Journalism
2. Audience Behavior
3. Visual Ethics
4. Tetradic
5. Semiotics