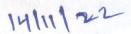
FYBAMMC sem I Reg & A.T.K.T. EYam NOV-2021

Time: 2 ½ Hours (All questions)

F.Y.BAMCC SEMESTER I Visual Communication

Marks: 75 marks



Note:

1. All questions are compulsory

3. Visual Ethics4. Chronologies

Audience Behavior

- 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





Q2.		What is Visualization? Is Visualization a creativity Board - Explain	08
	В.	Explain Eye Tracking Method in visualization	07
		OR	
Q2.	C.	Visual Culture / Culture dominates world. Explain with examples	08
	D.	Explain 3 color harmonies in visual design. What are psychological implications of color?	0.7
Q3	A.	Explain types visible concepts and invisible concepts?	08
	В.	Explain Visual Communication as. a process and as an expression? What is Visual Literacy	
		OR	
Q3.	C.	Explain Ideogram, Phonogram and Pictogram. What is script writing	08
	D.		07
Q4	Α.	Explain Image Analysis in details	
4	В.		08
	В.	Explain ATL, BTL and TTL. Difference between Classified text & Classified Display	07
		OR	
Q4.	C.	Explain newspaper layout in relation to Gestalt Theory in details	08
	D.	Explain reception theory. Explain Posters and Brochures	07
Q5.	Write	e in brief (any three):	15
	1.	Citizen Journalism	
	2.	Perceptual Theory	

