

FYBAMMC sem I Reg & A.T.K.T. Exam NOV-2022

Time : 2 ½ Hours
(All questions)

F.Y.BAMCC
SEMESTER I
Visual Communication

Marks : 75 marks

14/11/22



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. Visual Culture / Culture dominates world. Explain with examples 08
D. Explain 3 color harmonies in visual design. What are psychological implications of color? 07

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

OR

Q3. C. Explain Ideogram, Phonogram and Pictogram. What is script writing 08
D. What role has film and television played in visual communication. Explain 07

Q4 A. Explain Image Analysis in details 08
B. 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 in brief (any three) : 15

1. Citizen Journalism
2. Perceptual Theory
3. Visual Ethics
4. Chronologies
5. Audience Behavior