

15.10.19.

V.C.



**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) Photojournalism
- B) Ethics in Visual communication
- C) Semiotics
- D) Charts
- E) Performing art as tool of visual communication
- F) Visual Effects (VFX)

Q2) Answer the following (any two)

- A) Elaborate on the use of Gestalt principles in the field of visual communication (7 ½ marks)
- B) Enlist the various element of design. (7 ½ marks)
- C) Write a brief note on the history of visual communication. (7 ½ marks)
- D) Enlist some important points to be considered to get your audience effectively engaged while using visual communication. (7 ½marks)

Q3) Answer the following (any two)

- A) Explain the bottom up approach of visual communication in accordance to the ecological theory. (7 ½marks)
- B) How can visual communication help in marketing? (7 ½marks)
- C) How can script writing enhance visualization? (7 ½marks)
- D) Explain language and culture in the age of social media. (7 ½marks)



Q4) What is visual communication? Elaborate on the importance and need of visual communication (15marks)

OR

Q4) Elaborate on the use of colour theory in the field of visual communication. (15marks)

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

- A) Feelings and attitudes
- B) Types of animation
- C) Maps and chronologies
- D) Comics and cartoons
- E) Use of emojis in visual communication