

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.

B.Sc. END SEMESTER EXAMINATIONS NOVEMBER-2022

SEMESTER - I

**22UVSCT1001 - Introduction to Visual Communication**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section A**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. What are the seven C's of communication? Explain.
2. Explain the terms closure and proximity.
3. Discuss Visual Sensation vs Visual Perception.
4. Classify Principles of design.
5. Sketch on color psychology with references.
6. Apply Gestalt theory and relate it to the visual communication.
7. Write a comparative account on instrumentalism and emotionalism with examples.
8. Associate the significance of color in designing.

### **Section B**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Describe various functions of communication.
10. Apply Visual literacy and design a poster for any public service announcement event.
11. Diagonise any three types of illusions which you often come across in your life and give your views.
12. Apply few aesthetic theories in visual designing.
13. Appraise the language of design with a sample of your own design for any advertisement.

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