

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.(Viscom) - END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - I

22UVSCT1001 - Introduction to Visual Communication

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. How does the SMCR model explain the communication process?
2. How does the human eye perceive color?
3. Compare and contrast the different levels of communication, highlighting their similarities and differences.
4. How does Gestalt theory explain visual perception?
5. Evaluate the effectiveness of different design techniques in creating visual continuity.
6. How does semiotics help us understand visual communication?
7. Discuss the limitations of perceptual theories in explaining visual communication.
8. How do the principles of design affect the visual impact of a design?

Section C

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

9. What are some common barriers to effective communication? How can they be overcome?
10. How do the brain and the eye work together to process visual information? Explain in detail.
11. How do constructivist design principles influence the way we perceive visual information? Provide examples.
12. What are the key differences between different perceptual theories of visual communication? Which theory do you find most compelling and why?
13. How do different design elements, such as color, shape, and texture, contribute to the overall impact of a design? Explain in detail.
