

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 NOVEMBER -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. State the seven c's of communication.
2. Explain optical and visual illusion.
3. Examine the tools used in visualization.
4. Discuss the principles of design.
5. Elucidate SMCR Model.
6. Explain the colour illusion.
7. Explain the importance of light and colour in visual communication.
8. Justify the importance of language of design.

### **Section C**

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

9. Explain the barriers of communication.
10. Relate media convergence, there is a need for visual literacy, Explain with suitable examples.
11. Examine the different types of illusion.
12. Explain Perceptual Theories.
13. Design a print advertisement for a FMCG Product with the element of design.

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