

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 - NOV'2024

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. Define barriers in communication and explain its types.
2. Illustrate the concept of visual thinking.
3. What is Ground Constructivism? Analyse its impact?
4. Describe visual sensation and visual perception.
5. Explain the concepts of Layout with example.
6. Elucidate the Visual Rhetoric Theory.
7. Explain Interpersonal communication and its stages.
8. Write a short note on color wheel.

Section C

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

9. Describe SMCR model of communication in detail and the process of communication.
10. What is colour psychology and the role of colours in visual communication?
11. Examine the types of illusions with suitable examples.
12. Classify any two aesthetic theories.
13. Explain the elements and the principles of design with illustrations.
