

U.G. DEGREE EXAMINATION - JUNE 2021
VISUAL COMMUNICATION
FIRST YEAR
INTRODUCTION TO COMMUNICATION

Time: 3 Hours

Maximum Marks: 75
(5X5 = 25 Marks)

PART-A

Answer any FIVE questions

1. What is mass communication? Give examples.
2. What are the different types of noise with examples?
3. Write about video presenter.
4. What is ideation in creative thinking?
5. Write about importance of feedback in communication.
6. What are the different types of non-verbal communication?
7. What is copy writing?

PART-B

(5X10 = 50 Marks)

Answer any FIVE questions

8. What are the different purposes of communication?
9. Write about communication models.
10. Discuss the effects of mass media on society.
11. Explain agenda setting theory.
12. Discuss the components of communication.
13. What are the functions of mass communication?
14. Explain the role of art director in media.

U.G. DEGREE EXAMINATION - JUNE 2021**VISUAL COMMUNICATION****FIRST YEAR****INTRODUCTION TO COMMUNICATION****Time: 3 Hours****Maximum Marks: 70****PART - A****(3 × 3 = 9 Marks)****Answer any three questions.**

1. What is Transpersonal Communication?
2. What is meant by context in message?
3. What are the functions of mass communication?
4. What is visual culture?
5. Define Art direction.

PART - B**(3 × 7 = 21 Marks)****Answer any three questions.**

6. Communication is a process. Evaluate the statement.
7. Explain SMCR model of communication in detail.
8. Explain the relationship between message and the meaning in communication.
9. Elucidate the connection between semantics and pragmatics.
10. What do you think about the statement that media are custom industries?

PART - C**(4 × 10 = 40 Marks)****Answer any four questions.**

11. Explain the need for communication with examples.
12. Write about Communication and public opinion.
13. What is mass culture? Critically evaluate this concept.
14. Define Global media and culture and explain the relationship between globalization and pop culture.

15. Write Short Notes on: (a) Content developer, (b) Copy writer and (c) Designer.
16. Explain the relationship between communication and human understanding.
17. Explain the emerging trends in the field of communication with examples.

U.G. DEGREE EXAMINATION - JUNE 2021**VISUAL COMMUNICATION****FIRST YEAR****VISUAL DESIGN****Time: 3 Hours****Maximum Marks: 75****PART - A****(5X 5 = 25 Marks)****Answer any FIVE questions**

1. What is primary colour?
2. What are the elements of graphic design?
3. What is interactive design?
4. What is visual design?
5. What is design theory?
6. What is typography?
7. What is triadic colour scheme?

PART - B**(5 ×10 = 50 Marks)****Answer any FIVE questions**

8. Explain interaction design principles.
9. Explain important components of Usability.
10. State the differences between User Interface (UI) and User experience (UX).
11. Elaborate on design research process.
12. Explain different types of Brochures.
13. Elaborate on different types of banners.
14. Explain the types of logo with proper examples.

U.G. DEGREE EXAMINATION - JUNE 2021**VISUAL COMMUNICATION****FIRST YEAR****VISUAL DESIGN****Time : 3 Hours****Maximum Marks : 70****PART - A****(3 × 3 = 9 Marks)****Answer any three questions**

1. Write short notes on: (a) Line (b) Texture.
2. Define warm and cool colors with examples.
3. Differentiate print design and visual design.
4. What is typography?
5. What are the important elements in a web page?

PART - B**(3 × 7 = 21 Marks)****Answer any three questions**

6. Illustrate the elements of graphic design and designing process.
7. Describe the usage of various tools and materials in visual design.
8. Elaborate the elements and principles of graphic design.
9. Define visual form. Do style and texture contribute for its uniqueness?
10. Elaborate graphic design and describe the job of graphic designer.

PART - C**(4 × 10 = 40 Marks)****Answer any four questions**

11. Illustrate the contrast and balance in designing with suitable examples.
12. Describe the need for visualization and creative thinking in designing.
13. Explain the concept of form, shape, line, texture and shape in designing.

14. Explain the functions of a graphic work station.
15. Describe the categories of graphics and its application areas in detail.
16. The epitome of a perfect design is Creativity. Discuss the need for creativity in visual designing.
17. Explain the advantages and limitations of graphic design.

U.G. DEGREE EXAMINATION - JUNE 2021
VISUAL COMMUNICATION
SECOND YEAR
BASIC PHOTOGRAPHY

Time : 3 Hours

Maximum Marks : 75

PART - A

(5X 5 = 25 Marks)

Answer any FIVE questions

1. Brief working function of aperture and shutter speed.
2. Explain the importance of Ansel Adams Zone system in photography.
3. Write short note on atmospheric perspective.
4. Define centre-weighted and partial metering.
5. Define lossy and lossless formats.
6. What is the difference between design and layout?
7. What are the characteristics of a good photographer?

PART -B

(5 ×10 = 50 Marks)

Answer any FIVE questions

8. Discuss in detail about the reflective versus incident light metering.
9. Explain in details about the types of perspectives in Photography.
10. Definition of Photojournalism and also write about its types and qualities.
11. Difference between CMOS and CCD sensor.
12. Explain the working function of SLR camera.
13. What are the ten practical principles of photojournalists should have?
14. Explain the techniques and equipment's required for food photography.

U.G. DEGREE EXAMINATION - JUNE 2021
VISUAL COMMUNICATION
SECOND YEAR
ADVERTISING AND PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 75
(5 x 5 = 25 Marks)

PART - A

Answer any FIVE questions

1. What are the functions of the PRO?
2. What are the objectives of advertising campaign?
3. Brief the advertising view point of consumer.
4. What is corporate advertisement and its example?
5. What are the basic aims of slogan?
6. What are the six types of body copy base lines?
7. How should a PRO should counter the rumors?

PART - B

(5 × 10 = 50 Marks)

Answer any FIVE questions

8. Discuss in detail about the advertising campaign outline.
9. What are the steps in advertising campaign?
10. How does advertising affects consumer buying behavior and explain with real time experience?
11. Explain in detail about advantages and disadvantages of advertising?
12. Explain the different types of slogan with the suitable example.
13. Describe the structures of central and the state government PR department of India.
14. What are the role for PR relation in marketing and advertising? Discuss.

U.G. DEGREE EXAMINATION - JUNE 2021
VISUAL COMMUNICATION
SECONDYEAR
MEDIA, SOCIETY AND CULTURE

Time: 3 Hours

Maximum Marks: 75

PART - A

(5X 5 = 25 Marks)

Answer any FIVE questions.

1. Who are called Diaspora?
2. Write a short note on Agenda Setting theory.
3. What is the role of media in Polarization among public?
4. What is limited effects theory?
5. What is Media Saturation?
6. Briefly explain the term 'Cultural hegemony'.
7. What defines social class?

PART - B

(5X 10 = 50 Marks)

Answer any FIVE questions.

8. What is media concentration and conglomeration? Elaborate its effects on democracy.
9. What are the major functions of mass media? Discuss in detail with suitable examples.
10. How do the media shape our conception of social reality? Illustrate with case studies.
11. Discuss the importance of media regulation and self censorship.
12. Do violence in the media has a significant impact on violence in society. Analyse in detail.
13. Explain cultural imperialism and its effects. Provide suitable examples.
14. Who proposed the uses and gratifications theory? And explain in detail.

U.G. DEGREE EXAMINATION - JUNE 2021**VISUAL COMMUNICATION****THIRD YEAR****SCRIPT WRITING****Time: 3 Hours****Maximum Marks: 75****PART - A****(5 x 5 = 25 Marks)****Answer any FIVE questions**

1. Mention few film genres.
2. What is a documentary film and give examples?
3. Write a script for a scene in proper script writing format.
4. Discuss about Rhetorical structure are used in contemporary films.
5. Explain few interview techniques.
6. Create a script for a science programme on Pandemic virus awareness.
7. How scripting for commercials differs from public awareness advertisements?
Explain with examples.

PART - B**(5 x 10 = 50 Marks)****Answer any FIVE questions**

8. Mention the qualities of Good Script.
9. Elaborately explain at least 10 genres in film and give examples.
10. Analyze the screenplay style of the non fiction movie you have watched recently.
11. Write about a few movies which have the falling action style.
12. Discuss about various sources of information for research and how they are used in the script writing process.
13. What are the steps that have to be followed while writing a development programme?
14. Discuss about the challenges and hurdles in creating an educational programme.

U.G. DEGREE EXAMINATION - JUNE 2021
VISUAL COMMUNICATION
THIRD YEAR
TELEVISION PRODUCTION

Time : 3 Hours

Maximum Marks : 75

PART - A

(5x5 = 25 Marks)

Answer any FIVE questions.

1. Differentiate between Diegetic and Non-Diegetic Sound.
2. What are the basic transitions used while editing?
3. Distinguish between Single Camera set-up and Multi Camera set-up.
4. Elaborate the role of lighting and sound in a Television Production.
5. What are the different television genres? Elaborate with examples.
6. Do graphics and special effects enhance the television programme?
7. How does TRP govern the success of a television programme?

PART - B

(5x10 = 50 Marks)

Answer any FIVE questions.

8. Discuss the role of each crew member in a Television Production.
9. What are the different formats of broadcasting?
10. How was cable TV introduced in India?
11. Analyse the reasons behind success of cable TV in India in the 90's.
12. Prepare a PSA script on COVID-19 awareness.
13. Narrate the significance of Script and Storyboard in any television production.
14. Draw and elaborate Three Point Lighting and its usage.

U.G. DEGREE EXAMINATION - JUNE 2021
VISUAL COMMUNICATION
THIRD YEAR
FILM-MAKING AND FILM APPRECIATION

Time: 3 Hours

Maximum Marks: 75

PART - A

(5 x 5 = 25 Marks)

Answer any **FIVE** questions

1. What do you mean by regional films?
2. Is regional film lagging behind Bollywood films? Comment your thoughts.
3. What are the different stages of film production?
4. What are the different types of script?
5. Why is budgeting important before for a film production?
6. How is the distribution of a film done?
7. What are the differences between diegetic and non- diegetic sound?

PART- B

(5x10 = 50 Marks)

Answer any **FIVE** questions

8. Distinguish between narrative and non – linear narrative.
9. How did the French new wave usher in a new form of cinema making?
10. Do commercial films promote misogyny? Narrate your opinion citing examples.
11. How did the new wave bring in changes in the Indian film scenario?
12. Name some of the pioneers of Indian cinema and discuss their contribution.
13. Differentiate between Linear and Non-Linear editing.
14. What is the role of post-production in a film making production?

U.G. DEGREE EXAMINATION - JUNE 2021**VISUAL COMMUNICATION****THIRD YEAR****MULTIMEDIA****Time : 3 Hours****Maximum Marks : 75****PART - A****(5 x 5 = 25 Marks)**Answer any **FIVE** questions

1. What is a computer network?
2. What is meant by hypertext?
3. What are the three main images types used on web pages?
4. Explain about Vector Images.
5. Differentiate 2D and 3D objects.
6. What is meant by frame rate?
7. Mention a few Video file formats.

PART- B**(5x10 = 50 Marks)**Answer any **FIVE** questions

8. Compare and contrast the terms photo, graphics, animation and video.
9. Discuss the development of the Internet.
10. Expand and explain about PNG, JPEG, GIF, SVG and BMP.
11. Discuss the importance of design planning before starting web design.
12. What type of web content can you make with Dreamweaver? And how can you work with CSS in Dreamweaver?
13. What are the principles of animation and explain them in detail.
14. Explain how the colour correction process in Industry has developed in the last decade.