

TB153230C

Reg. No:

Name:

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016
SEMESTER III - CORE COURSE (COMMUNICATIVE ENGLISH)
CE3B05TB – BASICS OF VISUAL COMMUNICATION

Time: Three hours

Maximum Marks: 80

PART A

Short answer questions

I. Answer all questions. Each question carries 1 mark

1. Define spatial relations.
2. What is a fixed image?
3. What are design elements?
4. Name the major elements of cinematic design.
5. Define visual literacy
6. What are the two major elements of compositions?

(6x1=6)

PART B

Brief answer questions

II. Answer any seven questions. Each question carries 2 marks

7. How are images used in communication?
8. Object recognition
9. What is 2D?
10. How can performative arts be used to communicate?
11. What is the importance of unity in a visual design?
12. What is mise-en-scene?
13. What is ecological theory?
14. How do you cultivate visual literacy?
15. What is the difference between the static frame and the moving frame?
16. What are the various image sizes?

(7x2=14)

PART C

Descriptive Short essay questions

III. Answer any five questions. Each question carries 6 marks

17. How does brain process visual information?
18. What is visual intelligence?
19. Enumerate the types of visual media with examples
20. Briefly explain architecture of image.

21. What is cinematic image? Explain its elements
22. Explain the perceptual theories of visual communication.
23. Distinguish between image size and aspect ratio.
24. How does colour and contrast assist in visual story telling?

(5x6=30)

PART D

Long essay type questions

IV. Answer any two questions. Each question carries 15 marks

25. Briefly trace the history of visual arts during the modern era.
26. Write a script for a short film with the plot "A husband of 20 years is a serial killer."
27. Explain the elements of visual design with an example.
28. Explain the sensual and perceptual theories of visual communication.

(2x15=30)