

**Notes: (1)** All Questions are compulsory.

**(2)** Right figure indicates to marks.

**(3)** Draw neat diagrams wherever necessary.

**Q1.** Sometimes you may have visited to any tourist place with your friend. Discuss in detail about that tourist place. (15)

**Q2: a)** What is the needs and importance of visual communication? (8)

**b)** Why Comics are very useful communication form in the medical profession (7).

OR

**c)** Through dance, dancers can express feelings and emotions, conveying a message to the audience. State your opinion in detail (8)

**d)** Why Cartoons are powerful communication tools for children (7)

**Q3. a)** What is the purpose of illustrating news stories with photograph? (8)

**b)** Discuss in detail of Raja Ravi Verma and MF Hussain Paintings (7)

OR

**c)** The majority of people respond quickly to visual images instead of texts. What do you think about? (8)

**d)** Discuss the Psychological implication of color (7)

**Q4. a)** Explain all following concepts.

**a)** Color wheel    **b)** Journalism    **c)** RGB    **d)** Pictogram    **e)** shade & tones (15)

OR

**b)** State in detail - History and development of visual communication. (15)

**Q5. Write short notes: (Any 3)** (15)

**a)** Semiotics Theory

**b)** Contrast color

**c)** Film & visual Communication

**d)** CMYK

**e)** Cognitive Theory

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