

7/12/23
VCD/ FYBAMMC SEM I VISUAL COMMUNICATION 2 ½ HRS 75 MARKS

Q1. Is Visual Communication powerful than verbal communication? Specify your answer with reasons. (15)

Q2a. What do you mean by Citizen Journalism? Explain the rise and Power of Citizen Journalism? (15)

OR

Q2 b. Role of Ethics in social media (08)

Q2 c. Visual Communication as a Process, Expression and Language (07)

Q3 a. Discuss Various Gestalt principles of visual Communication. (15)

OR

Q3 b. What is Photojournalism (08)

Q3 c. What is painting? What are the functions of a painting? (07)

Q4 a. Explain the concepts (15)

1. Camera Angle
2. Photographs
3. Chronologies
4. Organisational charts
5. Tagging

OR

Q4 b. Elaborate on the role of animation and VFX in Visual Communication (08)

Q4 c. Discuss the factors that makes the photograph speaks (07)

Q5. Write Short notes on (Any 03) (15)

- a. Warm and Cool Colours
- b. Perceptual theory
- c. Trends in Modern painting
- d. Cartoons and Visual Communication
- e. Social Media ethics