

FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020**B.A. Visual Communication****BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(Multiple Choice Questions for SDE Candidates)

1. _____ is run and updated by an individual.
(A) Personal blog. (B) Government blog.
(C) None. (D) Filter blogs.
2. An audio file that is hosted on the Internet as an MP3 file that can be downloaded or run as streaming audio :
(A) Blog. (B) Vlog.
(C) Podcast. (D) None.
3. Expansion of SME :
(A) Subject Matter Expert. (B) Subject Managing Engineer.
(C) Subject Maintaining Expert. (D) None.
4. A summary in the beginning of a formal report or proposal :
(A) Abstract. (B) Memo.
(C) Proposal. (D) None.
5. Visual Thinking :
(A) Thinking through visual processing.
(B) Thinking without imagination.
(C) Thinking without ideas.
(D) None of the above.
6. Curvature :
(A) Angle of a line. (B) Bending of a line.
(C) Width of a line. (D) Length of a line.
7. Figurative :
(A) Geometric drawing. (B) Landscape.
(C) Gesture drawings. (D) None of the above.

8. Line Direction :

- (A) Vertical. (B) Parallel.
(C) Square. (D) Rectangle.

9. Portfolio :

- (A) Script of a work.
(B) Organized collection of work.
(C) Post production.
(D) None of the above.

10. Rhythm :

- (A) Alteration in sequence. (B) Abnormal change.
(C) Equilibrium of elements. (D) Surface feel of an object.

11. Realism :

- (A) Real life. (B) Abstract.
(C) Pointillism. (D) None of the above.

12. Spectrum :

- (A) The saturation or strength of a color.
(B) The band of individual colors.
(C) Factors of hue, value, and intensity.
(D) A hue at a darker value.

13. _____ are colors that are found side by side on the color wheel, used to create color harmony.

- (A) Analogous colours. (B) Complementary colours.
(C) Warm colours. (D) Cool colours.

14. _____ colors are tints and shades of one color.

- (A) Monochromatic colors. (B) Dichromatic colours.
(C) Monolithic colours. (D) Bichromatic colours.

Describe the relationship between the individual parts and the whole of

R. Religion

D. Dominance

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FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020

B.A. Visual Communication

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer)*Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

- | | |
|--------------------|--------------------|
| 1. Visualisation. | 2. Zoom-in. |
| 3. Multimedia. | 4. WhatsApp. |
| 5. Web series. | 6. Constructivism. |
| 7. MS. | 8. Folk Theatre. |
| 9. Depth of field. | 10. Symmetry. |
| 11. VFX. | 12. 2D. |

(8 × 3 = 24 marks)

Section B (Paragraph Writing)*Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

- Types of Theatre.
- Dance as a visual communication.
- Fashion Photography.
- Future of visual communication.
- Explain Visual Aesthetics.
- Low Angle Shot.
- Discuss Politics of 'Seeing'.

(5 × 5 = 25 marks)

Turn over

Section C (Essay)

*Answer any one question.
The question carries 11 marks.*

20. Discuss fundamental principle of visual communication.
21. What is multimedia story telling ? Explain.

(1 × 11 = 11 marks)

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.A. Visual Communication

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answers)*Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

- | | |
|------------------------|---------------------|
| 1. Infographics. | 2. Eye flow. |
| 3. Visual composition. | 4. Visual accuracy. |
| 5. Brand Image. | 6. Folk dance. |
| 7. New media. | 8. 2D space. |
| 9. Visual literacy. | 10. Kindle. |
| 11. Anime. | 12. Semiotics. |

(8 × 3 = 24 marks)

Section B (Paragraph Writing)*Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. Fundamental principles of Visual Communication.
14. Visual Aids.
15. Principles of visual composition.
16. Film as a visual narrative.
17. Who is Henri Cartier Bresson ?
18. Multimedia products.
19. Visual culture.

(5 × 5 = 25 marks)

Turn over

Section C (Essay)

*Answer any one question.
The question carries 11 marks.*

20. Sensual and perceptual theories of visual communication.
21. What is visual media ? Discuss various visual media classifications and its potentials.

(1 × 11 = 11 marks)

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.A. Visual Communication

BVC 1C 01—INTRODUCTION TO AUDIO VISUAL MEDIA

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answers)*Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Club FM.
2. Intimate stage.
3. Non-Verbal Communication.
4. TRP.
5. Dyadic Communication.
6. Serif and San serif.
7. Design Decision.
8. Visual Sense.
9. AM
10. Meme.
11. VAKRA-DRISHTI.
12. DSLR.

(8 × 3 = 24 marks)

Turn over

Section B (Paragraph Writing)

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. What is colour in communication ?
14. Language of pictures and graphics.
15. Noise in Communication.
16. What is Kinesis ?
17. Visual Thinking.
18. New generation film.
19. Sci-Fi.

(5 × 5 = 25 marks)

Section C (Essay)

Answer any one question.

Each question carries 11 marks.

20. Discuss practise of 'Looking' in reading images, power and politics.
21. How do some conventional art forms adapt to the digital age ? Discuss.

(1 × 11 = 11 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.A. Visual Communication

BVC 1B 01—VISION AND COMMUNICATION

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answers)

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

- | | |
|-------------------------|---------------------|
| 1. Visual narrative. | 2. Folk Song. |
| 3. White space. | 4. Hot Media. |
| 5. META. | 6. Painting as Art. |
| 7. Depth of field. | 8. Poster. |
| 9. Signified. | 10. Visual cue. |
| 11. Visual Literacy. | 12. Dot and Line. |
| 13. Mass and Volume. | 14. 2D animation. |
| 15. Street photography. | |

(10 × 3 = 30 marks)

Section B (Paragraph Writing)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Alternative media.
17. AIDA Model.
18. Colour pattern.

Turn over

19. RGB.
20. Ways of seeing.
21. Rhythm and harmony.
22. Performing art.
23. Bose Krishnamachari.

(5 × 6 = 30 marks)

Section C (Essays)

Answer any two questions.

Each question carries 10 marks.

24. Discuss elements and principals of visual composition.
25. Elaborate sensual and perceptual theories of visual communication.
26. What is visual culture ?
27. Discuss the influence of OTT Platforms in new visual culture.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.A. Visual Communication

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

- | | |
|--------------------|-------------------|
| 1. Depth of field. | 2. 3D. |
| 3. ECU. | 4. OTT platform. |
| 5. Tom & Jerry. | 6. VFX. |
| 7. Graphic novel. | 8. Pilot episode. |
| 9. Google.com. | 10. Web series. |

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. High Angle Shot.
12. Anime.
13. Nick Ut.
14. Cues.
15. What do you mean by Navigation ?
16. Explain Vlog.
17. Write a short note on Visual aesthetics.
18. Visual literacy.
19. Tilt up.
20. Story board.

(8 × 2 = 16 marks)

Turn over

Part C

*Answer any six questions.
Each question carries 4 marks.*

21. Visual media and public sphere.
22. Online media.
23. Film as visual narrative.
24. Write strengths and limitations of internet as a mass communication medium.
25. Persistence of vision.
26. Visual studies.
27. Types of visual media.
28. Principles of composition.
29. Digital photography.
30. Visual media tools.

(6 × 4 = 24 marks)

Part D

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

31. What is visual media journalism? Explain with suitable examples.
32. 'New media is heralding a new visual culture'- Elaborate this statement with substantiating arguments.
33. Discuss various visual media tools and technologies used for education in India.
34. Discuss various theories of visual communication.

(2 × 15 = 30 marks)

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.A. Visual Communication

BVC 1C 01—INTRODUCTION TO AUDIO VISUAL MEDIA

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Audience.
2. Mass communication.
3. Feedback.
4. Kinesics.
5. Rhetoric.
6. Non-verbal communication.
7. Channel.
8. Decoding.
9. Spin doctor.
10. Mc Luhan.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What is public communication ?
12. Club FM
13. Discuss podcasting.
14. Logo.

15. What do you mean by Navigation ?
16. Signature music.
17. Media convergence.
18. Multimedia.
19. Private FM.
20. Doordarshan.

(8 × 2 = 16 marks)

Part C

*Answer any six questions.
Each question carries 4 marks.*

21. What is media propaganda ?
22. Explain Agenda setting model.
23. Discuss audio-visual aesthetics used in the film 'The Life of Pie'.
24. Write strengths and limitations of internet as a mass communication medium.
25. What is popular media ?
26. Video gaming
27. What is virtual reality ?
28. What are the elements of design ?
29. Ways of looking.
30. Film language.

(6 × 4 = 24 marks)

Part D

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

31. Explain SMCR model with suitable examples from your daily life.
32. Write advantages and disadvantages of various visual media.
33. Describe the evolution of visual media in India.
34. Discuss principles and elements of visual design.

(2 × 15 = 30 marks)

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.A. Visual Communication

BVC 1B 01—VISION AND COMMUNICATION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions in one word, phrase or sentence.
Each question carries 1 mark.*

1. Jatra is a _____.
2. Balance is _____.
3. Steve McCurry is _____.
4. Typeface is _____.
5. Mojo is _____.
6. Harmony is _____.
7. The Starry Night is a famous painting by _____.
8. Twitter is _____.
9. FTII stands for _____.
10. *Charulatha* is directed by _____.

(10 × 1 = 10 marks)

Part B

*Answer any eight of the following.
Each question carries 2 marks.*

- | | |
|---------------------|---------------------------|
| 11. Visual culture. | 12. Folk Media. |
| 13. George Eastman. | 14. Contrast and Balance. |
| 15. Liberal Arts. | 16. Visual Literacy. |
| 17. Michelangelo. | 18. The Last Supper. |
| 19. Akira Kurosawa. | 20. New Media. |

(8 × 2 = 16 marks)

Turn over

Part C

Answer any six of the following.

Each question carries 4 marks.

21. Write a note on the elements of Visual Communication.
22. Discuss the history of photography.
23. Discuss the scope of Visual Arts.
24. Discuss the principles of Visual composition.
25. Narrate on the spatial composition in two-dimensional space.
26. Write a note on theory of Constructivism.
27. Explain the concept of Grouping in the Gestalt Theory.
28. Write a note on Semiotics.
29. Evaluate the concept Multimedia.
30. Discuss the scope of image analysis in visual communication.

(6 × 4 = 24 marks)

Part D

Answer any two of the following.

Each question carries 15 marks.

31. Discuss in detail the types of Visual Media.
32. Narrate relation between visual media and Public Sphere.
33. Analyse the impact of cinema as an effective visual medium.
34. Write a note on Sensual theories of visual communication.

(2 × 15 = 30 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.A. Visual Communication

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(2019—2020 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(Multiple Choice Questions for SDE Candidates)

- The term 'blog' was coined by _____.
 - Peter Merholz.
 - Jorn Barger.
 - Evan Williams.
 - None.
- Technical writer must primarily possess good _____ skills.
 - Designing.
 - Communication.
 - Dramatic.
 - Arrange.
- Expansion of SME :
 - Subject Matter Expert.
 - Subject Managing Engineer.
 - Subject Maintaining Expert.
 - None.
- A letter written to an employer that briefly states why a job applicant should be considered for a position :
 - First draft.
 - Cover letter.
 - Correspondence copy.
 - None.
- Manual written for repair technicians.
 - Tutorials.
 - Service manuals.
 - Proposal.
 - None.
- A document that assesses potential solutions to the business problem or opportunity, and determines which of these are viable for further analysis.
 - Feasibility report.
 - Service manuals.
 - User manuals.
 - None.
- Aesthetics :
 - Article dealing with science.
 - Philosophy dealing with nature of art.
 - Article on literature.
 - Science of environment.

8. Vector graphics :
- (A) Lines.
 - (B) Bitmaps.
 - (C) Pixel.
 - (D) None of the above.
9. Figurative :
- (A) Geometric drawing.
 - (B) Landscape.
 - (C) Gesture drawings.
 - (D) None of the above.
10. Portfolio :
- (A) Script of a work.
 - (B) Organized collection of work.
 - (C) Post production.
 - (D) None of the above.
11. Proportion :
- (A) The size relationships.
 - (B) Unity.
 - (C) Harmony.
 - (D) Contrast.
12. Surface Quality :
- (A) Harmony.
 - (B) Texture.
 - (C) Balance.
 - (D) Unity.
13. Neo Realism :
- (A) Real life.
 - (B) Abstrat.
 - (C) Pointillism.
 - (D) Emphasis on detail.
14. Expressionism :
- (A) Painting express emotional experience.
 - (B) Abstract.
 - (C) Pointillism.
 - (D) Emphasis on detal.
15. Intensity :
- (A) The saturation or strength of a color.
 - (B) The band of individual colors.
 - (C) Factors of hue, value, and intensity.
 - (D) A hue at a darker value.

16. Which among the following is a design element ?
- (A) Value. (B) Colour.
(C) Space. (D) All of the above.
17. Complementary colors are used to create _____.
- (A) Contrast. (B) Value.
(C) Density. (D) None of the above.
18. _____ colors are tints and shades of one color.
- (A) Monochromatic colors. (B) Dichromatic colours.
(C) Monolithic colours. (D) Bichromatic colours.
19. _____ in design is a concept that stems from some of the Gestalt theories of visual perception and psychology, specifically those dealing with how the human brain organizes visual information into categories, or groups.
- (A) Balance. (B) Unity.
(C) Rhythm. (D) Dominance.
20. A _____ rhythm occurs when the intervals between the elements, and often the elements themselves, are similar in size or length.
- (A) Regular. (B) Flowing.
(C) Progressive. (D) None of the above.

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021

B.A. Visual Communication

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(2019—2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

Part A (Short Answer)

Answer any number of questions each not exceeding 50 words.

Each question carries 2 marks.

Ceiling of marks for Section A is 20.

1. Visual literacy.
2. Anime.
3. Cues.
4. Constructivism.
5. Symmetry.
6. VFX.
7. Bird's eye view.
8. Gaze.
9. Depth of field.
10. Media Tools.
11. Augmented Reality.
12. Brand Image.

(Ceiling 20)

Turn over

Part B

*Answer any number of questions each not exceeding 100 words.
Each question carries 5 marks. Ceiling of marks for section B is 30.*

13. Who is Henri Cartier Bresson ?
14. Write about Principles of Composition.
15. Low Angle Shot.
16. Discuss-Types of Theatre.
17. Elaborate on-Dance as a visual communication.
18. Fashion Photography.
19. Explain-Visual grammar.

(Ceiling 30)

Section C

*Answer any one questions not exceeding 400 words.
Question carries 10 marks.*

20. Discuss fundamental principle of visual communication.
21. Write about different types of media tools and technologies used for education in India.

(Ceiling 10)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.A. Visual Communication

BVC 1C 01—INTRODUCTION TO AUDIO VISUAL MEDIA

(2019—2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer)

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks.

Ceiling of marks for Section A is 20 :

- 1 Virtual Reality.
- 2 Feedback in Communication.
- 3 Audience flow.
- 4 2D & 3D.
- 5 Media Scan.
- 6 Jingles.
- 7 Facebook.
- 8 Experimental Photography.
- 9 Decoding.
- 10 Resul Pookutty.
- 11 Logo.
- 12 Netizen.

Section B (Paragraph Writing)

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks.

Ceiling of marks for Section B is 30 :

- 13 RJ.
- 14 Semiotic Cues.
- 15 Film Appreciation.
- 16 Proxemics.
- 17 Barriers of Communication.
- 18 Radio Mattoli.
- 19 Grapevine communication.

Turn over

Section C (Essay)

Answer any *one* question not exceeding 400 words. The question carries 10 marks :

- 20 Discuss possibilities of visual language.
- 21 Do you think that non-verbal communication can act as a strong form of visual communication? Discuss.

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.A. Visual Communication

BVC 1B 01—VISION AND COMMUNICATION

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer)

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks.
Ceiling of marks for Section A is 25 :

- 1 Interactive media.
- 2 HDTV.
- 3 Visual Aids.
- 4 Charulatha.
- 5 Photojournalism.
- 6 P Musthafa.
- 7 Tilting.
- 8 Echo.
- 9 Types of visual media.
- 10 Symmetry.
- 11 Tom and Jerry.
- 12 Rowan Atkinson.
- 13 C-DIT.
- 14 OTT.
- 15 CBFC.

Section B (Paragraph Writing)

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks.

Ceiling of marks for Section B is 35 :

- 16 Money Heist.
- 17 Google Navigation.
- 18 Vlog.
- 19 VFX.
- 20 Visual studies.
- 21 Visual media and public sphere.
- 22 Story board.
- 23 Visual Aesthetics.

Section C (Essay)

Answer any *two* questions not exceeding 400 words. Each question carries 10 marks :

- 24 What is multimedia journalism ? Give suitable examples.
- 25 'Web series are heralding a new visual culture', Discuss.
- 26 Explain potentials and limitations of various visual media tools.
- 27 Write history of visual communication in Kerala.

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.A. Visual Communication

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(2021 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

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BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(Multiple Choice Questions for SDE Candidates)

- _____ focuses on the bloggers web experience.
(A) Personal blog. (B) Government blog.
(C) Filter blog. (D) None.
- A free web application that allows users to host live online radio shows.
(A) Blog Talk Radio. (B) Blogosphere.
(C) Vlog. (D) None.
- The term 'blog' was coined by _____.
(A) Peter Merholz. (B) Jorn Barger.
(C) Evan Williams. (D) None.
- Expansion of SME :
(A) Subject Matter Expert. (B) Subject Managing Engineer.
(C) Subject Maintaining Expert. (D) None.
- A summary in the beginning of a formal report or proposal.
(A) Abstract. (B) Memo.
(C) Proposal. (D) None.
- A technical communication document intended to give assistance to people using a particular system.
(A) User Guide. (B) Service Manuals.
(C) Memo. (D) None.
- Imagination :
(A) Ability of skill up gradation. (B) Ability of forming new images.
(C) Ability to learn new. (D) None of the above.
- Curvature :
(A) Angle of a line. (B) Bending of a line.
(C) Width of a line. (D) Length of a line.

9. Distortion :

- (A) Curvature. (B) Twist of shape.
(C) Parallel lines. (D) None of the above.

10. Gesture drawing :

- (A) Movement of action. (B) Landscapes.
(C) Geometric drawing. (D) None of the above.

11. Portfolio :

- (A) Script of a work. (B) Organized collection of work.
(C) Post production. (D) None of the above.

12. Design :

- (A) Scheme of pictorial construction. (B) Organized collection of work.
(C) Post production. (D) None of the above.

13. Impressionism :

- (A) Impression by the effects of light. (B) Abstract.
(C) Pointillism. (D) Emphasis on detail.

14. _____ are colors that are found side by side on the color wheel, used to create color harmony.

- (A) Analogous colours. (B) Complementary colours.
(C) Warm colours. (D) Cool colours.

15. _____ colors are group of colors that consist of purples, greens, and blues.

- (A) Warm. (B) Cool.
(C) Blue. (D) Pale.

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.A. Visual Communication

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(2021 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer atleast eight questions.

Each question carries 3 marks.

All questions can be attended.

Overall ceiling 24.

1. Media Tools.
2. Persistence of Vision.
3. Manga.
4. Signifier.
5. Gestalt.
6. Pan.
7. Visual Sensation.
8. Theyyam.
9. Visual studies.
10. Cues.
11. JPEG.
12. Gaze.

(8 × 3 = 24 marks)

Section B

Answer atleast five questions.

Each question carries 5 marks.

All questions can be attended.

Overall ceiling 25.

13. Principles of Composition.
14. Discuss the concept of 'Mass'.

Turn over

15. Digital photography.
16. Animator.
17. Robert Capa and his contribution to photography.
18. Rule of Third's.
19. Visual grammar.

(5 × 5 = 25 marks)

Section C

Answer any one question.

Each question carries 11 marks.

20. Write about different types of media tools and technologies used for education in India.
21. Write on history and development of visual arts and communication.

(1 × 11 = 11 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.A. Visual Communication

BVC 1C 01—INTRODUCTION TO AUDIO VISUAL MEDIA

(2021 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer at least eight questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. Sitcom.
2. Folk Music.
3. Bird's eye view.
4. Audience Erosion.
5. Troll.
6. Augmented Reality.
7. 3D space.
8. NDTV.
9. Prime time.
10. Balance.
11. Podcast.
12. CU and ECU.

(8 × 3 = 24 marks)

Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Digital media platform.
14. Media Convergence.
15. Semiotics and cognitive approach.
16. Constructivism.
17. Visual Perception.
18. Text gradation.
19. S-M-C-R Model

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. Write about physiological functions of visual communication.
21. Describe changing languages of film, television and new media.

(1 × 11 = 11 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.A. Visual Communication

BVC 1B 01—VISION AND COMMUNICATION

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer)

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. MS.
2. Mr.Bean.
3. Web Series.
4. Graphic Journalism.
5. E-Zine.
6. Experimental Photography.
7. JPEG.
8. Film Appreciation.
9. Muziris-Biennale.
10. Street Play.
11. Colour Contrast.
12. Visualiser.
13. DD.
14. Visual Perception.
15. GIF.

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Writing)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Unity in visual composition.
17. Oppana as performing art.
18. Victor George.
19. Cartoonist Toms.
20. Sensual theories of visual communication.
21. Documentary film.
22. Spatial relationship.
23. 2D Space.

(5 × 6 = 30 marks)

Section C (Essay)

Answer any two questions.

Each question carries 10 marks.

24. What is Global flow of visual culture ?
25. What do you mean 'Ways of seeing' ? Discuss.
26. Write on visual media and the public sphere.
27. What is the future of visual media ? How Covid-19 pandemic affected our visual culture ?

(2 × 10 = 20 marks)

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.A. Visual Communication

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(2017—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(Multiple Choice Questions for SDE Candidates)

- An online journal or diary in which content is published and archived as posts :
 - Blog.
 - None.
 - Podcast.
 - Webcast.
- A free web application that allows users to host live online radio shows :
 - Blog Talk Radio.
 - Blogosphere.
 - Vlog.
 - None.
- An audio file that is hosted on the Internet as an MP3 file that can be downloaded or run as streaming audio :
 - Blog.
 - Vlog.
 - Podcast.
 - None.
- _____ are individuals who commit child sexual abuse that begins or takes place on the Internet.
 - Online predators.
 - Cyber stalker.
 - Cyber bullies.
 - None.
- Technical writing is _____.
 - Fictional.
 - Critical.
 - Factual.
 - None.
- A summary in the beginning of a formal report or proposal :
 - Abstract.
 - Memo.
 - Proposal.
 - None.
- A technical communication document intended to give assistance to people using a particular system :
 - User Guide.
 - Service Manuals.
 - Memo.
 - None.

8. Creativity :

- (A) Origination of new thing. (B) Duplication.
(C) Modified design. (D) None of the above.

9. Visual Thinking :

- (A) Thinking through visual processing.
(B) Thinking without imagination.
(C) Thinking without ideas.
(D) None of the above.

10. Brochure :

- (A) Pamphlet. (B) Booklet.
(C) Posters. (D) Slide.

11. Gesture Drawing :

- (A) Movement of action. (B) Landscapes.
(C) Geometric drawing. (D) None of the above.

12. Content :

- (A) Text matter for a design. (B) Concept of a work of art.
(C) Design elements. (D) None of the above.

13. The arrangement of the visual elements :

- (A) Composition. (B) Unity.
(C) Harmony. (D) Contrast.

14. Rhythm :

- (A) Alteration in sequence. (B) Abnormal change.
(C) Equilibrium of elements. (D) Surface feel of an object.

15. Design :

- (A) Scheme of pictorial construction. (B) Organized collection of work.
(C) Post production. (D) None of the above.

16. Neo-Realism :

- (A) Real life.
- (B) Abstract.
- (C) Pointillism.
- (D) Emphasis on detail.

17. Expressionism :

- (A) Painting express emotional experience.
- (B) Abstract.
- (C) Pointillism.
- (D) Emphasis on detail.

18. Tint :

- (A) Amount of light reflected.
- (B) A hue at a lighter value.
- (C) A hue at a darker value.
- (D) The reflection source of light.

19. Complementary colors are used to create _____.

- (A) Contrast.
- (B) Value.
- (C) Density.
- (D) None of the above.

20. _____ colors are a group of colors that consist of reds, yellows and oranges.

- (A) Cool.
- (B) Warm.
- (C) uv.
- (D) Red.

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.A. Visual Communication

BVC 1C 02—INTRODUCTION TO VISUAL COMMUNICATION

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

- | | |
|----------------|------------------------|
| 1. Subculture. | 2. Culture jamming. |
| 3. Contrast. | 4. Visual perception. |
| 5. Noise. | 6. Pictograph. |
| 7. Line. | 8. Concrete structure. |
| 9. Resolution. | 10. Hierarchy. |

(10 × 1 = 10 marks)

Section B

Answer any eight questions.

Each question carries 2 marks.

11. Aspect ratio.
12. Asymmetrical balance.
13. Proportion.
14. Aesthetics.
15. Communication design.
16. Referent.
17. Graphic novel.
18. Type family.
19. Connotative meaning.
20. Pop art.

(8 × 2 = 16 marks)

Turn over

Section C

*Answer any six questions.
Each question carries 4 marks.*

21. What are the features of apparent movement ?
22. What is the difference between visual sensation and visual perception ?
23. Explain the concept 'proximity'.
24. What do you mean by colour analysis ?
25. Write a note on the common uses of graphic design.
26. What do you mean by visual literacy ?
27. What do you mean by emphasis ? Which are the ways to achieve emphasis ?
28. What are the ways to bring discontinuity ?
29. Explain the term 'gaze'.
30. What do you mean by perspective ?

(6 × 4 = 24 marks)

Section D

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

31. Explain the elements of design.
32. Elaborate on the major visual cues - colour, form, depth, and movement.
33. Elaborate on the politics of representation in reality TV.
34. Substantiate the statement 'Film language makes use of every possible rhythm'.

(2 × 15 = 30 marks)