**Reg. No. \_\_\_\_\_\_\_\_**

**Karunya University**

**(Karunya Institute of Technology and Sciences)**

(Declared as Deemed to be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May-2013**

**Subject Title: DYNAMICS OF VISUAL COMMUNICATION Time: 3 hours**

**Subject Code: 09VC201 Maximum Marks: 100**

#### **Answer ALL questions**

**PART – A (10 x 1 = 10 MARKS)**

1. A \_\_\_\_\_\_\_is a combination of pictorial, graphic, numerical or vertical material which presents a clear visual summary.
2. A particular cultures system\_\_\_\_\_\_.
3. Visual images that are reproduced by means of print or screen presentation\_\_\_\_\_\_\_.
4. People, images incised in rock, usually by prehistoric, especially Neolithic are called \_\_\_\_\_\_\_.
5. An abstract is otherwise called\_\_\_\_\_\_.
6. Structured process of planning for this interaction is called \_\_\_\_\_\_\_\_.
7. The eyes constantly move in small jumps in a process called \_\_\_\_\_\_\_\_.
8. A film speed determined by international standard is \_\_\_\_\_\_\_\_.
9. \_\_\_\_\_\_\_ is defined by everything from language, religion, cuisine, social habits, music and arts.
10. Maps, diagrams, tables, charts, and graphs are\_\_\_\_\_\_.

**PART – B (5 x 3 = 15 MARKS)**

11. Explain visual thinking and mental imaginary.

12. Write a note on pictogram.

13. Define Rasterisation.

14. Explain world wide web.

15. Define Graphs

**PART – C (5 x 15 = 75 MARKS)**

16. Describe how Aristotle’s art of persuasion is used in advertisements

(OR)

17. What are important elements of a good graphic design?

18. “The whole is different from the sum of the parts” - Enumerate.

(OR)

19. “Images are collection of signs” - Explain

20. Do you agree that, communication patterns have changed after the introduction of word wide web?

(OR)

21. Articulate the different types of informational graphics used in weather maps.

22. Explain Visual Syntax in movies?

(OR)

23. Enumerate how visuals have changed over the years, with respect to culture.

24. Exemplify the role of communication in a society.

(OR)

25. Illustrate the process of visualization in designing a cover page of a magazine.