 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Sc.** DEGREE EXAMINATION - **VISUAL COMMUNICATION**

FIRST SEMESTER – **APRIL 2012**

# VC 1800 - IMAGE AND IMAGINATION

Date : 25-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**Part - A**

**Answer ALL questions in 50 words each: 10x2=20**

1. Semiotics
2. Creative pause
3. Figure ground
4. Spatiality
5. Bird’s eye view
6. Perspective
7. Metaphor
8. Composition
9. Memory and Association
10. Projection

**Part - B**

**Answer ANY FIVE questions in 200 words each: 5x8 =40**

1. Explain ‘Seeing is not believing.’
2. Elaborate the four theories on the purpose of art.
3. How does the concept of ‘Six thinking hats’ help in decision making?
4. Can creativity be developed? How?
5. Explain how art is used as a therapy to help people in difficult circumstances.
6. Explain how animals, birds and insects are used as signifiers.
7. Explain with examples the power of colour in generating meaning.
8. What are the contributions of Edward De Bono?

**Part - C**

**Answer any TWO questions in 400 words each: 2x20=40**

1. Explain the uniqueness of photography as an art.
2. What are the various elements of visual communication and how important are they in creating an image?
3. Prepare logos with four options for an imaginary foundation working with an objective ‘Save the earth’. Give an explanation of each of them.
4. Explain how understanding non-verbal communication help in generating meaning in the context of body language.

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