



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2013

VC 1800/1815 - IMAGE AND IMAGINATION

Date : 27/04/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer all the following questions in 50 words each:

10x2=20

1. What is an idea?
2. Differentiate Form and Content.
3. Define Clustering.
4. Brainstorming.
5. Code.
6. What is known as Imagination?
7. Explain association in terms of memory.
8. Lateral thinking.
9. Attraction and Attention.
10. What is communication?

PART-B

Answer any FIVE of the following in about 200 words each:

5x8=40

11. How do you develop creativity?
12. Explain the term Holistic Visual thinking and its association with films.
13. Explain type and stereotype with examples.
14. Write about the elements of visual design.
15. What are the different colour tones that are used in films? Explain with an example?
16. 'Media expects functional creativity' Justify.
17. Write about various media forms and techniques.
18. 'Dream Note' helps in imagination and creativity. Justify.

PART-C

Answer any TWO of the following in about 400 words each:

2x20=40

19. Image and Perception, Personality and Perception. Discuss in detail
20. Explain the principles of visual aesthetics.
21. Film direction involves creative visualization – discuss.
22. What are the different types of grouping? Explain in detail.
