



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2014

VC 1815/1800 - IMAGE AND IMAGINATION

Date : 28/03/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions in about 50 words each:

10x2=20

1. Imagination
2. Content
3. Balance
4. Proximity
5. Creativity
6. Natural thinking
7. Power of glance
8. Transactional theory
9. Schemata
10. Attribution of control

PART B

Answer any FIVE questions in about 200 words each:

5x8=40

11. Form and content are two aspects of an expression. Comment
12. What are the various visual relationships that control eye movement
13. Explain the impact of colour in composition
14. Typographical forms function as a shape in a design composition. Explain with examples
15. Explain the visual humour in cartoons
16. Write briefly about the general principles of design
17. Explain the process of creative thinking
18. Define perception. Explain the stages of perception

PART C

Answer any TWO questions in about 400 words each.

2x20=20

19. Explain the fundamental elements of analysis of the visual.
20. Elucidate the power of film image.
21. 'Dance is a principal form of communication'- Explain.
22. Write in detail about the 'self' in human communication.
