



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

FIRST SEMESTER – APRIL 2016

VC 1104 - INTRODUCTION TO VISUAL COMMUNICATION

Date: 05-05-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Answer All the following in around 50 words

10x2=20

1. Group communication
2. Noise
3. Typography
4. Balance
5. Focal point
6. Illusion
7. Cones
8. Final Draft
9. Color
10. Font

PART-B

Answer any FIVE of the following in around 200 words

5x8=40

11. Explain Gestalt Theory of visual perception.
12. What is the responsibility of a graphic designer?
13. Enumerate importance of colour in design.
14. How does balance and rhythm as concept help in designing?
15. Explain Semiotics? Enumerate the basic concepts of semiotics.
16. What is sensation and perception?
17. Define Graphic design? Explain the work of a Graphic Artist.
18. What do you understand by Client briefing?

PART-C

Answer any TWO of the following in around 400 words

2x20=10

19. Explain the concept involved in elements of design.
20. Describe the process involved in designing.
21. Design a print advertising using principle of design.
22. Enumerate the history of visual communication.
