



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2016

VC 1815 - IMAGE AND IMAGINATION

Date: 28-04-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART - A

Answer ALL the questions

10x2=20

1. 'Rhetoric'
2. Image & Imagery
3. Characteristics of images
4. Human body as media form
5. Imagination helps making images
6. 'Color wheel'
7. 'Proximity'
8. Signifier and signified
9. Elements of visual design
10. Graphic art

PART - B

Answer any FIVE questions from the following

5x8=40

11. 'Visual Perception is a Creative Process.' - Discuss
12. Is Image & Imagination a representation of one's initial experiences? Substantiate.
13. What is Stephen Kosslyn's picture theory?
14. Analyze the Image making approach of today's media.
15. Discuss Figure ground relationship of visual field.
16. Explain the various ways of memory and association process.
17. What are the Principles of visual aesthetics?

PART - C

Answer any TWO questions from the following

2x20=40

18. Explain in detail Gestalt laws of grouping with examples.
19. Enumerate and explain the principles of visual design.
20. How important is Point of interest? What are the various methods of creating it?
21. Discuss the creative image making and imagination in Film 'Visaranai'.
