



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

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

FIRST SEMESTER – APRIL 2017

**16PVC1MC01- IMAGE AND IMAGINATION**

Date: 02-05-2017  
09:00-12:00

Dept. No.

Max. : 100 Marks

**PART A**

**I. Answer the following in a few sentences: [10x2=20]**

1. Image in Indian classical sense.
2. Form, content and context.
3. Top down process.
4. Accommodation.
5. Optical mixture.
6. Information processing habit.
7. Body language.
8. Mimesis.
9. Homo significans.
10. Short-circuiting.

**PART B**

**II. Answer FIVE of the following in 200 words each: [5x8=40]**

11. Enumerate six instances of Active-Passive imagination.
12. Explain how Freud and Jung view the unconscious.
13. Illustrate and explain the relevance of Mandala.
14. Discuss the process of Sensation and Perception.
15. Enlist the characteristics of the visual elements.
16. Explain the importance of any two principles in structuring visual design.
17. Discuss thinking mode according to Brain theory.

**Part C**

**III. Answer TWO of the following in 500 words each. [2x20=40]**

18. Illustrate and explain the compositional methods in the organization of figure elements.
19. Discuss in detail whole brain thinking and the ways and means suggested in developing it.
20. Analyze the creative techniques of a media form and its aesthetic relevance to the society.

\$\$\$\$\$\$\$\$

