



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

FIRST SEMESTER – APRIL 2017

MM 1500- INTRODUCTION TO COMMUNICATION

Date: 18-04-2017
01:00-04:00

Dept. No.

Max. : 100 Marks

Section- A

Answer the following.

10X2=20

1. Form.
2. Composite image.
3. **CMYK**.
4. *Syntax*.
5. *Message*.
6. *Culture Code*.
7. *Denotation*.
8. *Thumbnail*.
9. *Pictogram*.
10. *Visualising*.

Section-B

Answer any FIVE questions in about 200 words each

5 X 8 = 40

11. *Explain noise in communication.*
12. *Identify the elements in a communication process.*
13. *How to develop a design concept?*
14. *List out the characteristics visual communication.*
15. *Explain about optical illusion.*
16. *Describe color mixing and the visual effects of a specific color combination?*
17. *What are the characteristics of a good designer?*

Section- C

Answer any TWO questions in about 400 words each

2 X 20 = 40

18. *What are the Levels and types of communication? Explain.*
19. *Explain the Stages of design process in detail.*
20. *Elaborate on color psychology.*
21. *Discuss the various principles of design with examples.*
