

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2018

17/16PVC1MC01– IMAGE AND IMAGINATION

Date: 25-04-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART A

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

1. Pratima
2. Ideograms
3. Anima
4. Metonym
5. Proximity
6. Form and content
7. Frame and Gaze
8. Humanism
9. Hegemony
10. Countertypes

PART B

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

11. Is imagination creativity? Why and how?
12. What are the ways to develop active imagination?
13. Discuss 'the Unconscious' as represented by Freud?
14. What does a mandala mean? Draw your mandala.
15. Describe six hat thinking process and its use.
16. Discuss on brain and learning style.
17. 'Figure-ground is a selective process'. Explain with examples.
18. Discuss the various methods of representation.

Part C

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

19. "Visual perception principles help us organize and interpret information." Explain how?
20. Discuss how Jungian concepts are applied to achieve personal wholeness.
21. "Holistic thinking and Analytical thinking are about cognitive styles". Discuss.
22. How do media construct and promote stereotypes? Explain with examples.
