



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

**B.M.M.DEGREE EXAMINATION – ANIMATION**

**FIRSTSEMESTER – APRIL 2018**

**VC 1104- INTRODUCTION TO VISUAL COMMUNICATION**

Date: 28-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer ALL the following in not more than 50 words

10x2=20 Marks

1. Write a note on visualization.
2. Define perception.
3. Briefly explain semiotic landscape.
4. Give a brief note on code.
5. What is the role of a designer?
6. Define contrast?
7. What is centrality of design?
8. Define communication.
9. Write a note on concept.
10. What are associative techniques?

**PART – B**

Answer any FIVE from the following in not more than 100 words

5x8=40 Marks

11. Explain perceptual theory.
12. Differentiate between connotation and denotation.
13. Explain the principles of design.
14. Explain various approaches to design.
15. Emphasize the importance of design execution and presentation.
16. Explain the historical development of communication?
17. Write a note on visual thinking.

**PART – C**

Answer any TWO questions from the following in not more than 200 words 2x20= 40 Marks

18. Explain visualization process and visualization environment.
19. Elaborate on levels of communication.
20. Elaborate on the various stages of design process.
21. Describe the elements of graphic design.

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