

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2023

PVC 1501 – IMAGE AND IMAGINATION

Date: 02-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

I. Give short answers for the following: (10x2=20)

1. Length of visible spectrum
2. Golden section
3. Emphasis
4. Subtractive primary colours
5. Archetypes
6. Index
7. Syntagmatic
8. Benevolent sexism
9. Gaze
10. Humanism

II. Answer FOUR of the following in 200 words each: (4x10=40)

11. Describe moments when we tend to have passive imagination.
12. How do perceptual constancies help understand images?
13. Discuss the creative process.
14. Describe how a dance performance is a system.
15. What are Jung's suggestions to develop unified self?
16. Explain figure ground relationship of Gestalt theory.
17. Discuss the use of Edward De Bono's six hats.

III. Answer TWO of the following in 400 words each: (2x20=40)

18. Explain how messages are based on culturally defined system of relationship.
19. Explain the role of body images in promoting dominant ideology.
20. Describe how media promote stereotypes in India.
21. Discuss how the image of a celebrity is constructed and perceived.

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