



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

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

FIRST SEMESTER – NOVEMBER 2011

**VC 1800 - IMAGE AND IMAGINATION**

Date : 01-11-2011  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**Part – A**

**Answer ALL the following in about 50 words each:**

**10x2=20**

1. Condensation and displacement
2. Semiotics
3. Projection, introjection, confluence
4. Creative pause
5. Figure and ground
6. Contour
7. Worm's eye view
8. Perspective
9. Metaphor
10. Synaesthesia

**Part – B**

**Answer ANY FIVE questions in about 200 words each:**

**5x8 =40**

11. How does the concept of 'Six thinking hats' help in decision making?
12. Explain how art is used as a therapy to help people in difficult circumstances.
13. Is photography a fine art? Explain.
14. What are the various elements of visual communication?
15. Trace the origin and various schools of painting.
16. Explain with examples on how colour is used in branding.
17. How does Carl Jung describe a personality?

**Part – C**

**Answer ANY TWO questions in 500 words each:**

**2x20=40**

18. Draw a structure that we come across in everyday life using the basic shapes.
19. Explain with examples how addition, subtraction, substitution and exchange work as a Rhetorical principle in visual presentation.
20. Explain how understanding non-verbal communication can help in generating meaning in the context of body language.

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