



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2013

VC 1815/1800 - IMAGE AND IMAGINATION

Date : 05/11/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions in about 50 words each

10x2=20

1. Mental images
2. Codes
3. Stereotypes
4. Visual anomaly
5. Typography
6. Convergent thinking
7. Aesthetics
8. Idea
9. Selective exposure
10. Self –disclosure

PART B

Answer any FIVE questions in about 200 words each

5x8=40

11. What are the technical codes used in the construction of moving image? Explain.
12. Write briefly about the two stages of memory system.
13. Perception of images in art form is affected by learned assumptions. Comment.
14. What is the role of figure and ground in perception?
15. Explain the importance of body language in the construction of a media text.
16. What is lateral thinking? Briefly explain the six hats of thinking by Edward De Bono.
17. "Facial expression is the most important element of drama". Give reasons.
18. Explain with examples the Gestalt principles in organising the visual elements.

PART C

Answer any TWO questions in about 400 words each.

2x20=40

19. Stereotypes are referred as a projection on to the 'world'. Do you agree? Substantiate.
20. What are the principles of design? Explain the impact of design principles in print media.
21. Give in detail your opinion about the construction of image in contemporary media.
22. Explain the rhetoric techniques applied by media in constructing images.
