



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

FIRST SEMESTER – NOVEMBER 2015

VC 1104 - INTRODUCTION TO VISUAL COMMUNICATION

Date : 11/11/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions in about 50 words each

10 x 2 =20

1. Optical Illusion
2. Pictograph
3. X- Height
4. Graphic Design
5. Code
6. Symbol
7. Natural Shape
8. Design Brief
9. Layout
10. Harmony

PART B

Answer any FIVE questions in about 200 words each

5 x 8 =40

11. Discuss gestalt Principle
12. Write any two linear model of communication
13. What are the various types of signs? Explain with suitable examples.
14. Illustrate the properties of colour.
15. Examine the tools used in visualization.
16. Examine the importance of typography in designing.
17. Enumerate the difference between verbal and nonverbal communication.

PART C

Answer any TWO questions in about 400 words each

2 x 20 =40

18. What are the visual elements used in designing?
19. Examine the process of originating and developing a plan for a new designing project.
20. Describe the concepts used to organize or arrange the structural elements of *design*.
21. What are the different type of non-verbal communication
