



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

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

FIRST SEMESTER – NOVEMBER 2015

**VC 1815 - IMAGE AND IMAGINATION**

Date : 03/11/2015  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART - A**

**I. Answer ALL the questions**

**10x2=20**

1. What is emotional appeal in ads?
2. Describe Context & Code.
3. Define 'Rhetoric'.
4. Types & stereotypes.
5. Illustrate: Form & Content.
6. Right brain and left brain.
7. Characteristics of images?
8. Brief: Principles of visual aesthetics.
9. What is point of interest?
10. The elements of visual design

**PART - B**

**II. Answer any FIVE questions from the following**

**5x8=40**

11. Image & Imagination are representation of one's initial experiences: Explain.
12. Integral relationship among world view, culture, language and communication.
13. Principles of visual aesthetics.
14. Visual Perception is a Creative Process.
15. Discuss Stephen Kosslyn's picture theory.
16. Image is not there in reality; instead it is in our mind: Discuss.
17. Various ways of the memory and association process.

**PART - C**

**III. Answer any TWO questions from the following**

**2x20=40**

18. Six thinking hats.
19. Description of color and color schemes.
20. Point of interest, subject placement, perspective, balance & framing.
21. Discuss the creative image and imagination in Film 'BAAHUBALI'.

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