



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2016

16PVC1MC01 - IMAGE AND IMAGINATION

Date: 02-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

I. Answer the following in a few sentences: [10x2=20]

1. Maimonide
2. After image
3. Golden ratio
4. Binocular depth cues
5. Four dimensions of cognitive style
6. HBDI
7. Visual aspects of theatre
8. Loco motor and non-loco motor
9. Unconscious leap
10. Contour

PART B

II. Answer FIVE of the following in 200 words each: [5x8=40]

11. Enlist Five instances of Passive -Passive imagination and explain.
12. Discuss the individuation process in Jung's psychology to enhance active imagination.
13. Describe the visible spectrum and functioning of the eye.
14. Explain aesthetics and its relevance in visual communication.
15. Discuss the Psychological implication of colour.
16. What are the dimensions of cognitive style?
17. Explain creativity and creative process.

PART C

III. Answer TWO of the following in 500 words each. [2x20=40]

18. Define, explain and illustrate the pictorial depth cues with diagram and real life situation.
19. 'The Gestalt Theory of grouping provides room for imagination.' Discuss with illustrations.
20. Critically study how modern media project Body image.
