



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

FIRST SEMESTER – NOVEMBER 2016

VC 1104 – INTRODUCTION TO VISUAL COMMUNICATION

Date: 09-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

Section- A

Answer the Following

(10 X 2 = 20)

1. Typography.
2. Line.
3. Noise.
4. Sign.
5. Intrapersonal communication.
6. Feedback.
7. Graphic Design.
8. Graph.
9. Focal Point.
10. Connotation.

Section-B

Answer any **FIVE** questions in about 200 words each with suitable examples

(5 X 8 = 40)

11. Identify the barriers in communication.
12. Describe the functions of a graphic designer.
13. How do you choose a font while designing?
14. Explain symmetry and asymmetry. Illustrate with examples.
15. What is a Design brief? Explain its functions.
16. Elaborate on Gestalt Theory.
17. What are the stages in visualizing?

Section-C

Answer any **TWO** questions in about 400 words each

(2 X 20 = 40)

18. Describe the visual design elements in detail.
19. Good knowledge in the principles of design is essential for producing a good design- Explain.
20. Elaborate on Color Psychology with suitable examples.
21. Discuss the importance of layout and composition.
