



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2017

17/16PVC1MC01 - IMAGE AND IMAGINATION

Date: 02-11-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

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

1. Improper image 'proper'
2. hieroglyph
3. Rupa and bimbha
4. Figure ground
5. Image and likeness
6. Creative process
7. Rasa and Bhava
8. Colour separation
9. Top down process
10. Golden ratio

PART B

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

11. What is image? Differentiate mirror, real and mental image.
12. Discuss form, content and context.
13. How best are the Jungian concepts applied in the individuation process?
14. Explain the significance of frame and gaze in the understanding of images.
15. Enumerate and explain instances of Passive-Passive Imagination.
16. Discuss the effective use of image in theater.
17. Discuss the process of Sensation and Perception and the inconsistencies.
18. Explain the methods of composition in pictorial image organization.

Part C

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

19. Elaborately discuss how images generate meaning according to Saussure and Peirce.
20. Discuss Edward de Bono's parallel thinking in creative problem solving.
21. Analyze in detail the methods of use of the body image in media.
22. Explain the Gestalt principles in structuring visual design.

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