



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

FIRST SEMESTER – NOVEMBER 2017

VC 1104 - INTRODUCTION TO VISUAL COMMUNICATION

Date: 07-11-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the following in not more than 50 words

10x2=20 Marks

1. Write a note on visualization.
2. Define perception.
3. Briefly explain semiotic landscape.
4. Give a brief note on code.
5. What is the role of a designer?
6. Define design?
7. What are visual illusions?
8. Define communication.
9. Write a note on concept.
10. What are associative techniques?

PART – B

Answer any FIVE from the following in not more than 100 words

5x8=40 Marks

11. List out and explain the tools for visualization.
12. Differentiate between connotation and denotation.
13. Is centrality of design important? Why?
14. Explain various stages of design process.
15. Emphasize the importance of design execution and presentation.
16. What are the levels of communication?
17. Write a note on visual thinking.

PART – C

Answer any TWO questions from the following in not more than 200 words

2x20= 40 Marks

18. Trace the historical and conceptual development of visual communication.
19. Elaborate on the principles of design.
20. Explain colour psychology and colour theories. Give examples.
21. Describe the elements of graphic design.