



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2018

16/17 /18PVC1MC01/VC 1815 – IMAGE AND IMAGINATION

Date: 25-10-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

I. Answer the following in about 50 words each: (10x2=20)

1. Murthi
2. Super ego
3. Benevolent sexism
4. Length of visible spectrum
5. Golden section
6. Colour saturation
7. Triune brain
8. Edward de Bono
9. Gaze
10. Common Fate

II. Answer FIVE of the following in about a page each: (5x8=40)

11. Describe moments of passive-passive imagination.
12. What is Jung's method of developing unified self? How?
13. Explain what myth is and what it ensures in a society.
14. How do pictorial depth cues aid our perception of things?
15. Discuss in detail the split brain theory.
16. Classify chances of good luck.
17. 'Advertisers manipulate images to persuade the customer.' Substantiate.
18. Explain figure ground relationship of Gestalt theory.

III. Answer TWO of the following in three pages each: (2x20=40)

19. Discuss how sound images generate meaning and how we are to understand them.
20. 'Colours play an important role in the understanding of images'. Discuss.
21. Explain the creative process and ways to enhance personal creativity.
22. Analyse in detail the image of a celebrity constructed and perceived.

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