

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2019

PVC 1501 – IMAGE AND IMAGINATION

Date: 30-10-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART – A

Answer the following in about 50 words each:

(10x2=20)

1. Pratima and Murthi
2. Homo significant
3. Metonym
4. Ambivalent sexism
5. Colour saturation
6. Golden section
7. Triune brain
8. Humanism
9. After image
10. Binocular depth cues

PART - B

Answer ANY FIVE of the following in about 200 words each:

(5x8=40)

11. Describe at least three instances of Active-Passive imagination.
12. Discuss the Psychological implication of colour.
13. Illustrate and explain the relevance of Mandala.
14. Explain the significance of frame and gaze in the understanding of images.
15. How do pictorial depth cues aid our perception of things?
16. Explain creativity and creative process.
17. Explain the role of sculptured images in promoting dominant ideology.
18. Explain aesthetics and its relevance in visual communication

PART - C

Answer ANY TWO of the following in about 400 words each:

(2x20=40)

19. Discuss how codes and culturally defined system of relationship play vital role in visual communication.
20. Explain how Edward de Bono's parallel thinking help solve problems creatively.
21. How do modern media project Body image? Explain with examples.
22. Discuss how Gestalt Theory of grouping provides room for imagination.
