



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIRST SEMESTER – NOVEMBER 2022**

**PVC 1501 – IMAGE AND IMAGINATION**

Date: 23-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**I. Answer the following:**

**(10x2=20)**

1. Archetypes
2. Syntagmatic
3. Index
4. Benevolent sexism
5. Accommodation of the eye
6. Fibonacci sequence
7. Additive and subtractive colours
8. Right brain
9. Humanism
10. Common fate

**II. Answer FIVE of the following in 150 words each:**

**(5x8=40)**

11. Describe moments when we tend to have passive imagination.
12. Discuss what is persona and why?
13. Discuss how signs make meaning.
14. Describe types of discrimination prevalent in Indian society.
15. How do perceptual constancies help understand images?
16. Discuss the creative process.
17. Describe how a dance performance is a system.
18. Explain the role of body images in promoting dominant ideology.

**III. Answer TWO of the following in 300 words each:**

**(2x20=40)**

19. Explain how messages are based on culturally defined system of relationship.
20. Discuss the importance of the principles of design in the formation of images.
21. Explain how media promote stereotypes in India.
22. Discuss the methods and use of Edward De Bono's six hats.

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