

Date:9-03-2022

Registration number:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**BA Visual Communication - I SEMESTER**

**SEMESTER EXAMINATION: FEBURARY 2022**

**VC 1321 – Introduction to Visual Communication**

Time- 3 hrs Max Marks-100

This question paper contains **TWO** printed pages and **THREE** parts

**PART A**

1. **Answer any FIVE questions in 250 words (5x8= 40)**
2. Define communication? Explain in detail the communication process with suitable examples.
3. Differentiate between Icon, Symbol and Index with the help of suitable examples.
4. Discuss in detail different types of communication with appropriate examples.
5. Explain in detail the 7 Cs of communication with appropriate examples.
6. Write short notes on:
7. Vertical and Diagonal communication
8. Semantics
9. Syntax
10. Pragmatics
11. What do you understand by barriers in communication? Explain in detail 5 barriers in communication with suitable examples.

**PART B**

1. **Answer any THREE questions in 300 words (3x10= 30)**
2. Describe in detail with examples the role of creative thinking in visual communication.
3. Discuss the impact of communication technology on traditional media.
4. Discuss in detail the application of visual communication in the field of advertising.
5. What is the importance of models in communication? Discuss in detail any two linear models communication

**PART C**

1. **Answer any TWO questions in 450 words** **( 2x15=30)**
2. What is Visual Perception? Explain in detail the principles of Gestalt Theory of visual perception with examples.
3. Define semiotics in the context of visual communication? With the help of suitable examples explain in detail the Peirce's and Saussure's models of semiotics.
4. What do you mean by visual Illusion? Explain in detail the different types of illusions with the help of suitable examples.