

PRINTING TECHNOLOGY BRANCH

EIGHTH SEMESTER

**PT9021 – VISUAL COMMUNICATION**

(REGULATIONS 2008)

Time : 3 hrs

Max Mark:100

ANSWER ALL QUESTIONS

**Part – A (10 x 2 = 20 Mark)**

1. What is Effective Communication?
2. Define: "Clutter"
3. Justify the need for photograph in communication?
4. How the golden mean ratio from print?
5. Write the importance of visual grammar?
6. List down few visual theories?
7. Define: Unity.
8. Write a short note on ppsychology of vision
9. List down any four principles of design?
10. What do you mean by "Perception" in visual communication?

**Part – B (5 x 16 = 80 Mark)**

11. Discuss the role of culture from an Indian context in visual arts & communication with an example.
12. a. Write elaborately how the eye and brain processing the image in detail  
or  
b. Explain in detail with appropriate examples the role of colour in Visual Communication
13. a. Discuss the significant features of any six design principles in detail using with an example.  
or  
b.. Explain in detail all the design features that are important in the designing of Magazines
14. a. Describe the entire production process of producing films for communication  
or  
b. Describe in detail with examples, ethics in Visual Communication
15. a. Explain the various steps involved in the production of advertisement as a effective communication tool.  
or  
b. Write short note on the following
  - i). Photography and Visual communication . (8)
  - ii) Effect of audio and video (8)