

ANNA UNIVERSITY CHENNAI 600 025 *Roll No* _____
B.E. (Full Time) End Semester Degree Examination Semester VIII
PRINTING TECHNOLOGY
PT 9021 Visual Communication

Max. Marks:100

Total Time: 3 Hours

PART A
(10 X 2 = 20 marks)
Answer ALL Questions
All questions carry equal marks

30

1. Define Perception with respect to visual communication.
2. What do you mean by "Abstract Analysis" ?
3. What is the role of Light in Visual communication?
4. List out the functions of colour in visual communication.
5. Write a short note on "Typography".
6. What do you mean by aesthetics?
7. Define Balance in design.
8. What do you mean by Proportion when designing a page?
9. List out the aspects to be considered when designing a logo.
10. Briefly explain the relationship between Advertising and Visual Communication

PART B
(5 X 16 = 80 marks)
Answer ALL Questions
All questions carry equal marks

11. Explain in detail the Visual communication Circle with appropriate diagrams and examples
12. (a). Describe with examples the various influences of culture in Visual communication

(OR)

(b) Explain in detail with diagrams the role of the brain and eye in communication.
- 13 (a) Explain in detail the various aspects of semiotics with appropriate examples and diagrams..

(OR)

(b) Describe in detail with appropriate diagrams the various types of layouts used in graphic design.
- 14 (a) Describe in detail the types of group communication and the challenges involved in it..

(OR)

(b) Explain in detail the various aspects of photography and its applications in visual communication.
- 15 (a) Explain in detail with examples the various barriers to communication..

(OR)

(b) Write short notes on

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| (i) Role of Media in Visual communication | (8) |
| (ii) Internet and Visual communication | (8) |