

2/H—78 (iii) (Syllabus-2015)

2 0 1 7

(April)

**MASS COMMUNICATION AND
VIDEO PRODUCTION**

(Honours)

(Visual Thinking)

(MVH-201)

Marks : 56

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write short notes on the following : 3×4=12
 - (a) Fulcrum lever principle and golden means
 - (b) Cave art
 - (c) Pictorial stereotypes
 - (d) Cartoons

2. What is visual communication? Explain the basic principles of visual composition with illustrations. 2+9=11

(2)

Or

What is semiotics? Differentiate between an iconic sign and an indexial sign with the help of suitable examples. $3+8=11$

3. What is typography? How is it applied to different media? Discuss the dominant elements of newspaper design and layout in reference to any local newspaper. $2+3+6=11$

Or

What do you understand by gaze motion principle? Illustrate an ad layout highlighting the gaze motion principle. $5+6=11$

4. Explain with examples, Aldous Huxley's communication circle. Describe the six perspectives of analyzing an image. $2+9=11$

Or

What is Gestalt psychology? Elaborate on Gestalt theory of visual communication. $2+9=11$

5. Discuss the role of colours in designing. Highlight upon the psychological perception of colours. $5+6=11$

Or

What is comic? Discuss the grammar of comics with illustrations. $2+9=11$
