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(July)

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) Pictograph
- (b) Symbols
- (c) Golden rule
- (d) Typography

2. Explain the Gestalt's theory and its implications on visual design and layout. 3+8=11

Or

What is visual literacy? Describe the major elements of visual literacy. 3+8=11

3. What is composition? Explain the different elements of composition. 3+8=11

Or

Trace the history of visual composition from cave art to digital art. 11

4. Write briefly on comics, cartoons and story-board. Illustrate with examples. (3×3)+2=11

Or

What is a line? How do you define line in art? Illustrate with examples. 11

5. What are stereotypes? Discuss with relevant examples how ad images create and reinforce gender stereotypes. 3+8=11

Or

With the help of relevant examples, differentiate between connotative and denotative meanings of an image. What do you understand by image analysis? Mention the most important elements of a visual layout. 5+4+2=11

★ ★ ★