

2 0 2 1

(July)

MASS COMMUNICATION AND
VIDEO PRODUCTION

(Honours)

(Visual Communication)

(MCVP-201)

(Under Revised Syllabus)

Marks : 38

Time : 2 hours

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

1. Write short notes on the following : 2×4=8

- (a) Fulcrum lever principle
- (b) Golden means
- (c) Perspective
- (d) Semiotics

2. What is visual communication? Explain the principles of composition with illustrations. 7½

Or

Elaborate on Gestalt theory of visual perception. 7½

3. Explain with examples Aldous Huxley's communication circle. What are the six perspectives of analyzing an image? 7½

Or

What do you understand by stereotypes? Discuss with examples how advertising image creates and reinforces stereotyping. 7½

4. What is a comic? Discuss the grammar of comics with illustrations. 7½

Or

What is typography? How is it applied to different media? Discuss the dominant elements of newspaper design and layout. 7½

5. What are the four theories of art? Describe any two famous artists and their works. 7½

Or

What is art? Discuss the various functions of art in society. 7½

★ ★ ★