

2/H-78 (iii) (Syllabus-2018)

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(May/June)

**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 : 2×5=10

- (a) Pictograph**
- (b) Figure and Ground**
- (c) Renaissance Art Movement**
- (d) Composition**
- (e) Typography**

2. Describe the constructivism art movement and its impact on graphic arts. 7

Or

What do you understand by visual literacy? Describe the various elements of visual literacy. 2+5=7

3. What do you understand by visual rhetoric? Explain its role in the advertising industry. 2+5=7

Or

Differentiate between representation and interpretation. Suggest the techniques to interpret an image. 7

4. Why is it difficult to define art? What are the functions of art? Briefly describe any artist and his work from any art movement. 2+2+3=7

Or

Explain the four theories of art with examples from any visual media text. 7

5. What is a comic? Discuss the grammar of comics with illustrations. 2+5=7

Or

How is composition applied to different media text? Discuss the dominant elements of newspaper design and layout. 2+5=7

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