

2/H-78 (iii) (Syllabus-2015)

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(May/June)

**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) Cave art**
- (b) Dot and line**
- (c) Connotative layer**
- (d) Visual literacy**

2. Explain Gestalt's theory of visual composition. 11

Or

**What do you understand by visual syntax?
Discuss any three elements of visual syntax.**

2+(3×3)=11

(2)

3. What is a composition? Why is composition important in visual communication? Define the rule of thirds. $2+3+6=11$

Or

Trace the history of visual communication from cave art to computer graphics. 11

4. What is comics? What do you understand by cartooning? Discuss the three most important elements of comics. $2+2+7=11$

Or

Explain the key features of poster design. 11

5. With the help of examples, discuss how female gender is represented from the Renaissance to contemporary times in visual art forms. 11

Or

What is visual rhetoric? With the help of any recent print ad, explain visual metaphor.

$5+6=11$

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