LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

 **M.Sc.** DEGREE EXAMINATION – **VISUAL COMMUNICATION**

FIRST SEMESTER – NOVEMBER 2010

#  VC 1800 - IMAGE AND IMAGINATION

 Date : 30-10-10 Dept. No. Max. : 100 Marks

 Time : 1:00 - 4:00

**PART – A**

Answer ALL questions not exceeding 50 words each: 10 x 2 =20

1. **Code**
2. **Signifier**
3. **Imagination**
4. **Notan**
5. **Subliminal perception**
6. **Figure-Ground**
7. **Left brain and right brain**
8. **Archetypes**
9. **Kinesics**
10. **Visual elements**

**PART – B**

Answer any FIVE questions in 200 words each: 5x8 = 40

1. **Discuss the four waves in the history of communication.**
2. **How are the four Gestalt principles used to arrange/organize visual elements?**
3. **What are the types of non-verbal communication?**
4. **How does brain process images into visual perception cues?**
5. **What are the techniques of imagination?**
6. **What are the media forms?**
7. **Explain how visual elements and principles could be used to design a photograph?**
8. **Describe kinds of touch and their role in social interaction.**

**PART C**

Answer any TWO questions in 400 words each: 2x20 = 40

1. **Human Communication is a complex process. Explain.**
2. **Describe Clustering Technique. Plan a photo feature (6 Pictures) on the theme ‘Metro Chennai’, using reverse clustering process.**
3. **What is the relevance and use of semiotics for a visual communicator like you?**

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