 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – NOVEMBER 2012

# VC 1815 / 1800 - IMAGE AND IMAGINATION

Date : 01/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART-A**

Answer ALL the following: 10x2=20

1. Image
2. Form and Content
3. Visualization
4. Figure & Ground
5. Lateral thinking
6. Creativity
7. Narrative
8. Clustering
9. Plot order
10. Attraction and Attention

**PART - B**

Answer any **FIVE** questionsfrom the following: 5x8=40

1. Explain how one can improve the skill of imagination.
2. Elaborate on the psychology of colour with examples.
3. Discuss stereotypes with examples from Indian films.
4. What is Visual thinking and how is it associated with films?
5. Write on the myths about creativity.
6. Association of images creates an imagination in memory. Justify with examples.
7. Discuss in detail Creative process.

**PART - C**

Answer any **TWO** questionsfrom the following: 2x20=40

1. In media creativity happens in a collective manner. Discuss.
2. Explain the principles of visual aesthetics.
3. Discuss on the techniques of lateral thinking.
4. ‘We are living in a world of images.’ Discuss.

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