

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2022

PVC 1501 – IMAGE AND IMAGINATION

Date: 18-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART A

I. Answer the following in a few sentences: [10x2=20]

1. After image
2. Golden ratio
3. Binocular depth cues
4. Archetypes
5. Four dimensions of cognitive style
6. HBDI
7. Visual aspects of theatre
8. Loco motor and non-loco motor
9. Unconscious leap
10. Contour

PART B

II. Answer FIVE of the following in 100 words each: [5x8=40]

11. Give five instances of Passive -Passive imagination and explain.
12. Discuss Jung's mandala to enhance active imagination.
13. How does the eye recognize the visible spectrum?.
14. Explain aesthetics and its relevance in visual communication.
15. Discuss the Psychological implication of colour.
16. What are the dimensions of cognitive style?
17. Explain creativity and creative process.

PART C

III. Answer TWO of the following in 200 words each. [2x20=40]

18. Explain the pictorial depth cues in real life situations with diagram.
19. Discuss how the Gestalt Theory of grouping provides room for imagination. Explain with illustrations.
20. Critically study how modern media project Body image.
21. Analyze the creative techniques of a media form and its aesthetic relevance to the society.

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