

UG-AS-1461

BVCS-11

**U.G. DEGREE EXAMINATION –
JULY, 2024.**

Visual Communication

First Semester

**INTRODUCTION TO VISUAL
COMMUNICATION**

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

Answer any **THREE** questions out of Five
questions in 100 words

All questions carry equal marks

1. Define Communications.
2. Explain the Shannon-Weaver Model of communication.
3. Explain the key characteristics of mass communication.
4. Write a note on the liberation model of media.
5. Define freedom of speech.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five
questions in 200 words

All questions carry equal marks.

6. What are the main components of the communication process?
7. Discuss the significance of the source in the SMCR model.
8. Describe the linear model of mass communication
9. What is the development media theory?
10. Explain the concept of objective in mass media.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven
questions in 500 words.

All questions carry equal marks.

11. Discuss the role of communication in building and maintaining relationships.
12. Describe the process of encoding and decoding in the Osgood-Schramm model.
13. How has digital technology transformed the process of mass communication?

14. How does the development media theory address the needs of developing countries?
 15. What are the ethical issues related to the representation of minority groups in mass media?
 16. Discuss the role of digital platforms in upholding freedom of expression.
 17. How does the mass media coverage affect public perception of political issues?
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BVCS-12

**U.G. DEGREE EXAMINATION –
JUNE, 2024.**

Visual Communication

First Semester

SOCIAL PSYCHOLOGY

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

**Answer any THREE questions out of Five
questions in 100 words**

All questions carry equal marks

1. What is social psychology?
2. What is socialization, and why is it important?
3. Explain the three components of attitudes
4. Explain the concept of group dynamics.
5. Discuss the concept of expressive crowds.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five
questions in 200 words

All questions carry equal marks

6. What is the difference between social psychology and sociology?
7. Discuss the role of family in the socialization process.
8. Discuss the impact of observational learning on attitudes.
9. How do groups form and develop over time?
10. Discuss the impact of leadership on collective behavior.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven
questions in 500 words

11. How did the interdisciplinary approach of early social psychologists shape the field?
12. How does socialization affect career aspirations and achievement motivation?

13. Discuss the role of cognitive dissonance in changing attitudes.
 14. Discuss the importance of a supportive environment in group development.
 15. Explain the impact of social context on the behavior of collective masses.
 16. Explain the role of collective behavior theories in understanding casual audiences.
 17. Explain the difference between explicit and implicit attitudes. Discuss the role of emotions in shaping attitudes.
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BVCS-21

U.G. DEGREE EXAMINATION – JULY, 2024.

Visual Communication

Second Semester

WRITING FOR MEDIA

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

Answer any THREE questions out of

Five questions in 100 words.

All questions carry equal marks.

1. What are the key characteristics of a newspaper?
2. How do specialized magazines differ from general magazines?
3. Explain the entertainment value of radio.
4. What is video jockeying?
5. Define Copyright protection.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of
Five questions in 200 words.

All questions carry equal marks.

6. How do Tamil dailies differ from English dailies in terms of content and style?
7. What are the common themes covered in specialized magazines?
8. Discuss the role of radio in education.
9. How does the time factor influence writing for television news broadcasts?
10. In what ways does the Internet traditional concepts of media?

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of
Seven questions in 500 words.

All questions carry equal marks.

11. What are the challenges in maintaining a consistent editorial style across different sections of a newspaper?
12. Explain the impact of digital media on magazine feature writing.

13. What are the key characteristics of New Wave FM radio programming?
 14. What challenges do television writers face when creating content for a diverse audience?
 15. Explain how newspapers are adapting their content for online publication.
 16. How can language and style be optimized for online audiences accustomed to fast-paced information consumption?
 17. Explain the importance of considering audio quality and audience engagement in writing for radio.
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BVCS-22

U.G. DEGREE EXAMINATION – JULY, 2024.

Visual Communication

Second Semester

VISUAL LITERACY

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

Answer any THREE questions out of
Five questions in 100 words.

All questions carry equal marks.

1. What is visual literacy?
2. What is the importance of semiotics in branding and marketing?
3. What are the principles of form that guide the creation of visual elements?
4. How do visuals contribute to the shaping of public opinion?
5. What are the social implications of visual representations in media?

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of
Five questions in 200 words.

All questions carry equal marks.

6. How do visual theories apply to modern graphic design?
7. Discuss how the interplay of different visual elements can lead to a dynamic composition.
8. What role does visual hierarchy play in the effectiveness of visual communication?
9. Discuss the importance of consistency in visual messages across different platforms.
10. Discuss the role of semiotics in the interpretation of film visuals.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of
Seven questions in 500 words.

All questions carry equal marks.

11. Discuss the application of perceptual theories in virtual reality.
12. Discuss how the understanding of cognitive and perceptual theories can lead to more effective visual communication strategies in social media marketing.

13. How do 2D and 3D forms differ in terms of visual impact and viewer engagement?
 14. How do communication strategies differ between static and dynamic visual media?
 15. How can ethical considerations in visual media influence public trust?
 16. In what ways has Gestalt theory been integrated into digital user interface design?
 17. Discuss the concept of object language and its significance in visual communication.
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BVCS-31

U.G. DEGREE EXAMINATION – JULY, 2024.

Visual Communication

Third Semester

PRINTING AND PUBLICATION

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

Answer any THREE questions out of
Five questions in 100 words.

All questions carry equal marks.

1. What are the key milestones in the history of printing?
2. What are the basic principles of the printing process?
3. What are the fundamental elements of publication design?
4. Describe the organization and structure of a printing press.
5. What are some of the latest technological developments in printing processes?

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of
Five questions in 200 words.

All questions carry equal marks.

6. Compare and contrast the printing techniques used in different historical periods.
7. Describe the differences between Letter Press, Offset, Gravure, Flexography and Silk Screen printing.
8. How does typography contribute to effective communication in design?
9. Discuss the environmental impact of printing processes.
10. Discuss the advantages and limitations of digital pre-press technologies.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of
Seven questions in 500 words.

All questions carry equal marks.

11. Discuss the impact of digital technology on traditional printing methods.
12. How do different printing techniques affect the quality and type of printed products?

13. Discuss the evolution of publication design trends over time.
 14. What are the advantages and disadvantages of digital printing compared to traditional methods?
 15. What are the implications of digital rights management for electronic publishing?
 16. Explore the relationship between printing technology and mass media development.
 17. How did printing affect the development of languages and scripts? Explain with examples.
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BVCS-32

**U.G. DEGREE EXAMINATION –
JULY, 2024.**

Visual Communication

Third Semester

BASIC PHOTOGRAPHY

Time : 3 Hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

**Answer any THREE questions out of Five
questions in 100 words**

All questions carry equal marks

1. Define shutter speed.
2. What is differential focus?
3. Define negative film.
4. What is image manipulation?
5. What is product photography?

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five
questions in 200 words

All questions carry equal marks

6. Compare the feature and uses of DSLR and mirrorless cameras.
7. Describe the characteristics and uses of reversal film.
8. Outline the basic steps involved in developing photographic film.
9. Describe the techniques used for framing and trimming a photograph.
10. Discuss the role of props and set design in a professional photo shoot.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven
questions in 500 words

All questions carry equal marks

11. Discuss the interplay between aperture, shutter speed and ISO in achieving proper exposure in photography.

12. Compare the use of hard light and soft light in photography.
 13. Discuss the challenges and considerations in processing and printing color photographs.
 14. Explain the chemical processes involved in developing film.
 15. Explain the process and considerations involved in planning and executing a successful advertising photoshoot.
 16. Outline your approach to capture a compelling photo story for a significant local event in your locality.
 17. Describe the techniques and software tools you would use to repair and enhance an old damaged photograph.
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**U.G. DEGREE EXAMINATION —
JULY 2024.**

Visual Communication

Fourth Semester

COMMERCIAL BROADCASTING

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

**Answer any THREE questions out of Five questions
in 100 words.**

All questions carry equal marks.

1. What is a storyboard?
2. Who is a casting director?
3. Define pre-scoring.
4. What is traditional film editing?
5. Name three prominent problems associated with in-house production.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five questions
in 200 words.

All questions carry equal marks.

6. What are some popular TV ad formats and their characteristics?
7. Brief on the factors that are to be considered during pre-production planning.
8. Compare the advantage and disadvantages of set shooting and location shooting.
9. What steps are involved in finishing the audio elements of a TV ad?
10. What is the process for finding and selecting production companies for bidding?

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven questions
in 500 words.

All questions carry equal marks.

11. Explain the process of developing ideas from a client brief.
12. Outline the pre-production process, including the selection of film formats and planning of special elements.

13. Describe the process of recording the soundtrack and creating special effects for a TV ad.
 14. Outline the traditional film editing process and its key components.
 15. What are the key trends shaping the future of TV commercial production?
 16. Discuss popular TV ad formats and their effectiveness.
 17. Write a script for a 15-second TV spot promoting a summer sale for a retail store of your choice.
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BVCS-42

U.G. DEGREE EXAMINATION – JULY, 2024.

Visual Communication

Fourth Semester

ADVERTISING

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

Answer any THREE questions out of
Five questions in 100 words.

All questions carry equal marks.

1. List two economic impacts of advertising.
2. What is copywriting?
3. Define majority fallacy.
4. What is media relations?
5. Define corporate communication.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of
Five questions in 200 words.

All questions carry equal marks.

6. Discuss the various dimensions of advertising classification.
7. Detail the production process for creating radio jingles.
8. Analyze the concept of the marketing mix with examples.
9. Explain the function of PR in contemporary organizations.
10. Explain the primary functions of corporate communication.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of
Seven questions in 500 words.

All questions carry equal marks.

11. Analyze common ethical issues in advertising along with examples of controversial ads.
12. Explain the process of budgeting for an advertising campaign.

13. Discuss the importance of market segmentation in detail.
 14. Discuss the importance of media relations in public relations.
 15. Explain the steps involved and the importance of clear communication within an organization.
 16. Write a compelling ad copy and create a visual concept for a print advertisement promoting a new line of organic skincare products.
 17. Choose two different advertising media and compare their effectiveness for a campaign aimed at promoting a new fashion brand.
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BVCS-51

U.G. DEGREE EXAMINATION – JULY, 2024.

Visual Communication

First Semester

MEDIA CULTURE AND SOCIETY

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

**Answer any THREE questions out of Five questions in
100 words.**

All questions carry equal marks.

1. Name two new communication technologies shaping modern communication.
2. What is circular migration?
3. Define mediation and representation in media studies.
4. Define ideology and give suitable examples
5. What is meant by mass society?

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five questions in
200 words.

All questions carry equal marks.

6. Discuss the impact of demassification on traditional media.
7. Detail on the effect of globalization on Indian media.
8. Analyze the impact of electronic media on public images.
9. Describe the concept of popular emotions in media.
10. Explain the concept of limited effects in media studies.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven questions in
500 words.

All questions carry equal marks.

11. Analyze the changing dynamics of media audiences in the digital age.
12. Evaluate the concept of cultural dependence in mass media with examples.

13. Discuss on the on the social construction of reality and representation.
 14. Explain the concept of cultural imperialism and its effects on global media.
 15. Discuss the concept of mass audience and its evolution in the digital age.
 16. Create an audience segmentation plan for launching a new tech gadget.
 17. Conduct an analysis of how a recent film/television series has represented a particular social issue.
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BVCSE-53

**U.G. DEGREE EXAMINATION —
JULY 2024.**

Visual Communication

Fifth Semester

SCRIPT WRITING

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

**Answer all THREE questions out of Five questions
in 100 words.**

All questions carry equal marks.

- 1. Write about the Feature-Length Scripts.**
- 2. Define Multiple Storylines.**
- 3. What is Script writing?**
- 4. List out types of scripts.**
- 5. Explain Review writing.**

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five questions in
200 words.

All questions carry equal marks.

6. Explain the Eight-Sequence Structure.
7. Define Syd Field's Paradigm. Explain role of Script writing.
8. Discuss in detail about Story writing.
9. Characteristics writing. Discuss.
10. Write in detail about non systematic approach.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven questions in
400 words.

All questions carry equal marks.

11. Discuss in detail about book review by taking a book as an example.
12. Discuss in detail about theories of script writing.
13. Elaborate roles of Script writer in Movie writing.
14. Describe about radio writing. Explain its types.

15. Explain in detail about characteristics of Feature Writing.
 16. Discuss about Systematic approach in writing
 17. Explain the process of converting a short story into a script.
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BVCSE-54

**U.G. DEGREE EXAMINATION –
JULY, 2024.**

Visual Communication

Fifth Semester

ELEMENTS OF FILM

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

**Answer any THREE questions out of Five questions
in 100 words.**

All questions carry equal marks.

- 1. Write about the Feature of digital camera.**
- 2. List out the major components of digital camera.**
- 3. What is shutter speed?**
- 4. Write down the types of Production.**
- 5. Explain Documentary film.**

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five questions in 200 words.

All questions carry equal marks.

6. Explain detail about the types of cameras.
7. Define Depth of field. Explain types of video file formats.
8. Discuss in detail about Macro lens and Tele lens.
9. Describe in detail about Pre production.
10. Characteristics Budgeting's. Discuss.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven questions in 500 words

All questions carry equal marks

11. Explain in detail about Digital Video Production.
12. Discuss in detail about capturing and Rendering Techniques.
13. Elaborate Roles of Director in Feature films.
14. Describe about Mise-en scene. Explain.

15. Explain in detail about Basic Studio Structure and Equipment's.
 16. Discuss about OB Van and its accessories.
 17. Explain the process of Video Editing.
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BVCS-61

U.G. DEGREE EXAMINATION – JULY, 2024.

Visual Communication

Sixth Semester

MEDIA PLANNING

Time : 3 hours

Maximum marks : 70

PART A — (3 × 3 = 9 marks)

Answer any THREE questions.

1. Write about Media Planning.
2. List out the types of Media.
3. What is Media Buying?
4. Write down the types of Media Objectives.
5. Explain Media Environment.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five questions in
150 words.

All questions carry equal marks.

6. Explain detail about the components of media strategy.
7. Define Depth of field. Explain its types.
8. Discuss in detail about Media Environment.
9. Describe in detail about linear programming
10. Characteristics Media planning. Discuss.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven questions in
400 words.

All questions carry equal marks.

11. Explain the importance of media planning in advertising.
12. Discuss in detail about the Characteristics Media.
13. Elaborate Roles of media planning department in advertising.
14. Describe about Creative sources and Media sources.

15. Explain the Uses of computers in Media planning.
 16. Discuss about Stimulation models, and formula models.
 17. Explain the process of Media Planning.
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BVCSE-62

**U.G. DEGREE EXAMINATION –
JULY, 2024.**

Visual Communication

Sixth Semester

MULTIMEDIA

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

**Answer any THREE questions out of
Five questions in 100 words**

1. Write about computer graphics.
2. List out the types of Animation.
3. What is Tweening?
4. Write down the types of Lighting presents in 3ds max.
5. Explain compositing.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five questions in 200 words

All questions carry equal marks

6. Explain detail the 2d and 3d animation.
7. Define storyboarding. Explain its types.
8. Discuss in detail about tools panel in adobe Flash.
9. Describe in detail about Motion capturing.
10. List out the Standard primitives present in 3ds max.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven questions in 500 words

All questions carry equal marks

11. Explain about the Fundamentals of computer graphics.
12. Discuss about the Role of drawing in animation.
13. Elaborate the Basics of 2D animation.
14. Describe about Exporting and Publishing in Adobe flash.

15. Explain the Uses of Lights in 3d Animation
 16. Discuss about the Principles of animation.
 17. Explain the Rendering Process in 3ds max.
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U.G. DEGREE EXAMINATION — JULY 2024.

Visual Communication

Sixth Semester

GRAPHIC PRODUCTION

Time : 3 hours

Maximum marks : 70

PART A — ($3 \times 3 = 9$ marks)

Answer ALL questions in 50 words.

All questions carry equal marks.

1. Define Visual Effects.
2. Write about the types of VFX.
3. What is compositing?
4. List out the tools presents in After Effects.
5. Explain Motion Tracking.

PART B — ($3 \times 7 = 21$ marks)

Answer any THREE questions out of Five questions in
150 words.

All questions carry equal marks.

6. Explain the process to importing footage in After Effects.
7. Define Timeline. Explain its uses in Animation.
8. What is masking? Explain its types.
9. Describe in detail about colour Keying.
10. Discuss in detail about rendering process in After Effects.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions out of Seven questions in
400 words.

All questions carry equal marks.

11. Explain process to creating a project and importing footage.
12. Discuss about the Role of VFX in Movies.

13. Illustrate the Process of creating mask with a pen too.
 14. Explain about the keying techniques using keylight.
 15. Explain the Uses of Motion Tracking. Explain its types.
 16. Discuss about the Motion Tracking and its types.
 17. Explain the process of creating Text mask in After Effects.
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