

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27  
MID SEMESTER EXAMINATION – August 2019  
BVC – I SEMESTER

VC 1218: THEORIES OF VISUAL COMMUNICATION

Time: 1 hour

Maximum marks: 30

*This question paper has ONE printed page and THREE parts*

I. Answer any FIVE in not more than 50 words each:

(5x 2 = 10)

1. Denotation
2. Principle of Pragnanz
3. Mirror Stage
4. Symbol
5. Contrast
6. Max Wertheimer

II. Answer any TWO questions in about 100 words each:

(2 x 5 = 10)

7. Explain constructivism theory.
8. What does Laura Mulvey say about film viewing?
9. What is the relevance of Visual Literacy?

III. Answer any ONE of the following questions in about 200 words:

(1 x 10 = 10)

10. Enumerate on how Semiotics becomes relevant for Visual Communication.
11. Explain the Gestalt theory and Identify Gestalt Principles found in the following ad and explain them.

