

Date:

Registration number:

**ST. JOSEPH’S UNIVERSITY, BENGALURU-27**

**BVC - I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**VC1321 – INTRODUCTION TO VISUAL COMMUNICATION**

**Time- 2 hrs Max Marks-50**

This question paper contains **ONE** printed page and **TWO** parts

1. **Answer any THREE questions in 300 words each. (3X10= 30)**
2. What is communication? Explain in detail different types of communication with suitable examples.
3. What do you mean by visual communication? Explain its significance in day today’s application.
4. Explain in detail the importance of persuasion in visual communication.
5. Differentiate any TWO concepts with examples:
6. Sensation and Perception
7. Symbol, Icon and Index
8. Closure and figure ground
9. Denotation and connotation
10. What do you mean by visual aesthetics? Explain with illustrative examples of your choice.

1. **Answer any ONE question in 450 words.**  **(1X20=20)**
2. Define semiotics. Explain its advantages in deciphering visual representations. Differentiate between Peirce's and Saussure's models of semiotics.
3. Illustrate and explain in detail the Gestalt theory of visual perception with its components.
4. Discuss the application of visual communication in advertising.
5. Discuss in detail the communication process and the various barriers of communication with examples.

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