

Registration Number:

Date & session:

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

**BA VISUAL COMMUNICATION–I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**VC 1321: Introduction to Visual Communication**

**(For current batch students only)**

**Time- 2 hrs Max Marks-60**

This question paper contains **TWO** printed pages and **THREE** parts

**PART A**

**Answer any FIVE of the following in 100-150 words each (5X5=25)**

1. Define communication as a process
2. Explain Laswell’s model of communication
3. What is the study of semiotics?
4. With an example give the meaning of semantics
5. Elucidate the meaning of visual perception
6. Explain the importance of info-graphics in visual communication.

**PART B**

**Answer any TWO of the following in 200 words each. (2X10=20)**

1. Draw and explain the Shannon and Weaver model of communication.
2. Who are Agenda setters in a message construction?
3. With suitable examples explain signifiers and signified in detail.
4. Explain the laws of a) proximity b) alignment in a design concept.

**PART C**

**Answer any ONE of the following in 250 words (1X15=15)**

1. Explain the three types of semiotics-cognitive, social and cultural, visual semiotics. Discuss with suitable examples to justify your explanations
2. Gestalts principles are based on based on rules as to how the human eyes perceive visual elements- Based on these principles explain the following images





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