

INTRODUCTION TO VISUAL COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A --- (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Discuss the communication process and various barriers of communication with examples.
2. Briefly explain the history and background of communication.
3. Differentiate with examples :
 - (a) Denotation and connotation
 - (b) Semantic and pragmatic.
4. Explain the various functions of mass communication.
5. Define Design. Comment the role and importance of design in visual communication.
6. What do you mean by visuals? Explain visual elements with examples.

7. Discuss the role of visual communication in Mobile Media.

8. Write a note on DTH TV.

PART B --- (3 × 20 = 60 marks)

Answer any THREE questions.

9. Define communication. Explain the different forms of communication with suitable examples.
10. Discuss the various models of communication.
11. Analyse the application of psychological concepts of visual communication with examples.
12. Elaborately discuss the concept of 'visual culture' and explain its roles in day-to-day life.
13. Comment on the evolution of visual communication through films with suitable examples.
14. Discuss the application of visual communication in commercial context with reference to 3D-visuals, animation and media.

MEDIA, CULTURE AND SOCIETY

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR of the following.

1. Why we need media, culture and society?
2. Define and discuss value systems.
3. Comment on information society.
4. Why we need media audiences? Discuss their role and importance in media programme?
5. Discuss the concept of 'LPG'.
6. What do you mean by audience positioning? Discuss with examples.
7. Discuss the term 'Media Ideology'.
8. Define ethics. Explain any five media laws.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Define media. Discuss the various types and functions of traditional media.
10. Explain the concepts in detail
 - (a) Social mobility
 - (b) Media Industrialization.
11. What is media determinants? Explain its concepts, role and functions.
12. Give a detail note on 'Normative theory'.
13. Discuss the salient features of 'Indian constitution'.
14. Write a note on fundamental rights of media.

DRAWING AND VISUAL ART

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Explain the different types of Medium used in drawing and Visual art.
2. Why we need visual literacy? Explain.
3. What do you mean by perspective drawing? Explain its types with examples.
4. Define and explain the role of composition in drawing.
5. Draw any five light and shade sketches of objects.
6. Discuss the differences between oil painting and poster painting.
7. What are the steps the graphic designers should keep in mind to make a design effectively?
8. Comment a brief note on portrait sketch.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Discuss the various visual elements used in drawing. Use all these elements to make one design.
10. Define human psychology? How the psychology of human perception influence to make a drawing and visual art?
11. What are the steps you should follow when you are sketching a human? Draw atleast three postures.
12. Explain the role and functions of principles of design.
13. What is layout? Explain the types of layouts with suitable sketches.
14. Explain the cartoon characters and caricature with suitable drawing.

 PHOTOGRAPHY

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Define photography. Trace out the history and development.
2. Differentiate the structure and functions of TLR and SLR camera.
3. Why we need focal length? Explain its functions.
4. Write a note on :
 - (a) Composition and perspectives.
 - (b) Shutter speed and aperture.
5. Explain the different sources of light. Name the different types of lights used for indoor and outdoor lighting.
6. Why we need photography? How the photography used in the field of advertising?

7. What are the code of ethics a photographer should follow?

8. Comment on the moral rights of subjects with examples.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Elaborately discuss the various types of camera, parts and functions.
10. Discuss the role, importance and types of lenses used in different photography field.
11. Explain three point lighting? How the lights create aesthetics sense and mood to the audience?
12. What is photo journalism? Explain the basics of news photography.
13. Comment on the different software used in photo editing.
14. Give detail account on :
 - (a) Points of view.
 - (b) Focusing.
 - (c) Light meter.
 - (d) Electronic flashes.

VISUAL LANGUAGE AND LITERARY

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. What is decoding? Explain the decoding visual images in design.
2. Write a note on elements of visual literacy.
3. What do you mean by Modern Image Makers? Explain.
4. Explain the terms stylization and abstraction in visuals.
5. Why we need visual appeals? Explain with examples.
6. Differentiate Binocular and Monocular cues.
7. What do you understand by the term Personal Identity? Explain.
8. Define Creativity. Discuss the principles of creativity to design visual messages.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Why we need perception? Explain Psychology of perception with examples.
10. Analyse the visual language of Motion Media with reference to recent films.
11. Write a detail note on :
 - (a) principles of perspective
 - (b) composition.
12. Discuss the psychology of human perception with suitable examples.
13. Explain the steps involved in script to screen.
14. Explain the term :
 - (a) visual arts vocabulary
 - (b) image manipulation.

 SCRIPT WRITING AND VISUALIZATION

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Describe the procedure for scripting for fiction film.
2. Write a script on animated cartoon show for TV channel.
3. Define one line script and treatment with suitable examples.
4. Why we need research? Explain information research.
5. Discuss the basic principles of visualization.
6. Write a note on different approaches of visualization.
7. Define and discuss the term 'Visual Culture'.
8. Differentiate the concept vision and visuality with suitable examples.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. What do you mean by visual thinking? How visual thinking will help in creating films?
10. Discuss the script writing formats with examples.
11. Write a storyboard for the following :
 - (a) Specialized program for women and education
 - (b) Advertisement for product.
12. Analyze the different perspectives and methods of visual analysis with suitable examples.
13. Why we need visual methodology? Discuss the visual production on the basis of social, technical and compositional aspects of visuals.
14. Explain the stages and concept of scripting.

 FILM APPRECIATION

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Write a note on film language.
2. 'Development of cinema as a medium of art and communication' – Analyze.
3. Analyze the understanding basic elements film.
4. Discuss the role, function and types of sound in film production.
5. Explain the term post modernism and structuralism.
6. Discuss the film style of Soviet cinema.
7. Differentiate the film style and structure of French and Asian cinema.
8. Comment on the trend setters in Tamil cinema with reference to directors.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Elaborately discuss the various genres of films with example.
10. Discuss the role and importance of mise-en-scene.
11. Trace a detailed essay on film history.
12. Comment on various schools of thoughts in film media.
13. Differentiate narrative and non-narrative film forms with suitable examples.
14. (a) Critically analyze and write a review for any two Indian movies.
(b) Write a note on Indian classic cinema.

 CREATIVE WRITING

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Why we need creative writing? Explain.
2. Explain the creative journalistic concepts followed for print media.
3. What is sound clips and sound bites? Discuss.
4. Define Radio Journalism. Discuss its formats.
5. Explain the techniques of narration in TV programmes.
6. Differentiate Radio Jockeying and Video Jockeying.
7. What are the equipments used in TV and radio programme production?
8. Define and discuss freelancing.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Discuss the steps involved in creative writing of fiction and non-fiction for print media.
 10. Explain the procedure for planning and developing Radio news stories (atleast five).
 11. (a) Analyse the nature and characteristics of television.
(b) Write a note on time factor, language and style of presentation.
 12. Prepare a product advertisement for radio and television. Write a script on that using preproduction, production and post production techniques.
 13. What are the script techniques used for narration documentary films for TV?
 14. Briefly explain the terms video outsourcing and programmes outsourcing.
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 ADVERTISING

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Define advertising. Discuss the nature, scope and growth of advertising.
2. Write a note on functions of advertising.
3. What is marketing mix? How it used in advertising field.
4. Why we need campaign? How you will organize advertisement campaign for a product?
5. What is advertising copy? Prepare one educational advertisement for print media.
6. Why we need public relation? Explain its elements and functions.
7. Trace the growth of PR in India.
8. Write any five advertising case studies.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Discuss the roles of advertising in the field of social, communication, marketing and economic.
10. Elaborately discuss the types of advertising with examples.
11. (a) Define and explain advertising objectives.
(b) Explain the conceptualization of advertising for TV and radio.
12. Why we need media planning? How the advertisers and manufactures select media for their sales promotion?
13. Explain the terms – public, publicity and public opinion.
14. Define advertising agency. Explain its structure, functions and types.

VISUAL ANALYSIS TOOLS

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Differentiate the concepts 'Metaphor and Metonymy'.
2. Explain the social conditions and effects of visual objects with suitable reference.
3. What is compositional interpretation? Explain.
4. Write a note on
 - (a) Dedipus complex
 - (b) Aggression and guilt.
5. Explain the importance and characteristics of Iconography with example.
6. Define and explain the role of semiotics in visual analysis.
7. Take any two film and discuss the Psychoanalytic understanding of Visual Images.
8. What is Laura Mulvov theory? Explain.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Discuss visual culture with the help of codes, Semiology of the television medium.
10. What are the tools used for Psychoanalytic analysis of the media? Explain.
11. Why we need visual analysis Tools? How it interpret in cultural analysis of visuals?
12. What is visual analysis? Distinguish visual and verbal analysis with suitable examples.
13. Discuss the six levels of analysis used in film industry to analyse the concepts.
14. Write a note on the following.
 - (a) Selling Magic
 - (b) Breaking the advertising code
 - (c) Laconian Gaze
 - (d) Commercials and Anxiety.

ELEMENTS OF SCREEN PLAY AND DIRECTION

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Define screenplay. Discuss the structure of screenplay.
2. What is a story? Trace the history of story telling.
3. How to format a screenplay? Discuss.
4. Write a script for drama.
5. Discuss the genres of screenplays.
6. Give a note on nature of protagonist and antagonist.
7. Analyse the role of art director, and floor manager in film production.
8. What are the arrangement you should follow in production stage?

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. (a) 'Film as a storytelling device' – Justify.
(b) Distinguish – the idea, story and screenplay.
10. Discuss the three act screenplay with reference.
11. Explain the principles of characterisation in film.
12. Comment the role, function, preparation and importance of director in film making.
13. Analyse the five-method of breaking a scene in to beats with reference to Mckee Beat breakdown.
14. Elaborately discuss the three stages of production in film industry.

FILM PRODUCTION

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Write a note on principles of film.
2. Explain the structure and types of Narrative form in film.
3. What are the procedure you should keep in mind in preproduction stage? Explain.
4. Explain the steps involved in idea to script in film making.
5. Comment the role of sets and properties in film production.
6. Discuss the basics of Mise-en-scene.
7. What is SFX? Explain its functions and importance with suitable examples.
8. Write a note on codified formal system of narration.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Discuss the various parts and genres of features film with examples.
10. List the role and importance of casting, budget and financing in film production.
11. Shots, scenes, sequence and camera movements are the main properties of film making – Justify your answer with examples.
12. (a) Define editing and list out the editing equipments.
(b) Explain the role of editing in film.
13. Comment the functions and importance of cinematographer in film making.
14. Analyse the architecture of the film style and plot patterning for making a film.

MULTIMEDIA DESIGN

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. List out the editing software used in film and other media.
2. What is typography? Discuss different forms of typography and their use.
3. Differentiate vector and raster images.
4. Comment on RIFF AVI.
5. What is computer graphics? Write the important applications of computer graphics.
6. Define transformation. What are the classifications of transformation?
7. Write the procedure of colour correction and retouching.
8. How the multimedia technology used in commercial designing? Explain.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. What are the multimedia elements? Discuss.
10. Differentiate between the BMP, JPEG, GIF and TIFF image file formats, mentioning where each is used?
11. Define graphic design. Discuss the process and elements of designs.
12. Write a note on
 - (a) Import and export process.
 - (b) Language and process of colour.
 - (c) Design psychology.
13. Comment on photo editing tools and its functions.
14. Prepare a design
 - (a) Logo (atleast 5)
 - (b) Design brochure for a college
 - (c) Magazine front and back cover.
 - (d) Cinema poster.