

NGM COLLEGE (AUTONOMOUS): POLLACHI
END – OF – SEMESTER EXAMINATIONS: DECEMBER- 2022
UG DEGREE PROGRAMMES (AIDED)
III SEMESTER

MAXIMUM MARKS: 50
TIME: 2 HOURS

**PART – IV NON MAJOR ELECTIVE PAPER- I
VISUAL COMMUNICATIONS
SECTION - A (10 X 1 = 10 MARKS)**

ANSWER ALL OF THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS

(K1)

1. Graphic Designing is a process of combining
(a) Graphics and Design (b) Text and Graphics
(c) Design and Text (d) Graphics and Tool
2. The communication discipline includes both verbal and messages.
(a) imagery (b) non-verbal (c) emotive (d) written
3. What is called EV in a camera?
(a) Exposure Variation (b)Exposure Value
(c) Experimental Value (d) Electric value
4. Professional sports photography is a branch of.....
(a)Fashion Photography (b)Fine-art photography
(c)Photojournalism (d)Aerial
5. The term we typically use for the intensity of a light source is.....
(a)Brightness (b) Contrast (c) black out (d) colour

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES

(K2)

6. What is a Source in communication?
7. What is “Direct Motion” in a Layout?
8. Define lens in camera?
9. Give an example for display advertisement.
10. What is a front light in photography?

SECTION - B (5 X 8 = 40 MARKS)

ANSWER ANY FIVE QUESTIONS OUT OF EIGHT QUESTIONS. (K3)

11. Examine the barriers of Communication.
12. Create an advertisement for a new restaurant.
13. Communication of any kind should always have a Purpose-Elucidate
14. Examine the different types of Photography
15. Write a detailed essay on visual communication.
16. Explain a Pin Hole camera.
17. Write a detailed note on different kinds of lens.
18. Design a story board of your interest with a theme.
