Roll No. ..... Total Pages : 3

327201

May-2026

B.Sc. (VCMT)-IInd Semester

FUNDAMENTALS OF VISUAL COMMUNICATION

(VCU–102–V)

Time : 3 Hours] [Maximum Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART – A

1. (a) Define communication and list its primary types. (1.5)

(b) What is the importance of Visual Communication in today's world? (1.5)

(c) Briefly explain the 'Journey of an idea to a visual'. (1.5)

(d) Define Color Psychology. (1.5)

(e) What is meant by 'Visual Thinking'? (1.5)

2449 02/06

(f) Define the term 'Visual Grammar'. (1.5)

(g) What is an Optical Illusion? Give one example. (1.5)

(h) List any two associative techniques used in visual development. (1.5)

(i) What is the difference between Encoding and Decoding in visual communication? (1.5)

(j) Name the key components of a Color Wheel. (1.5)

PART – B

2. (a) Define Visual Communication and elaborate on its scope in various fields such as advertising, education, and entertainment. (10)

(b) Explain the nature of communication and how visual communication acts as a form of expression and skill? (5)

3. (a) Discuss any two contemporary practices in visual development. (5)

(b) What are the key principles of visual and other sensory perceptions? Explain with examples how they influence the creation of a composition? (10)

4. What is Visual Culture? Discuss its key elements, including Visual Universe, Visual Grammar, and the Art and Aesthetics of visual communication. Use relevant examples to support your answer. (15)

5. (a) How do narrative representations communicate stories and ideas through visuals? Explain with examples from different media. (5)

(b) Discuss the visual culture of India with the help of specific case studies, highlighting its unique characteristics. (10)

6. (a) Explain the process of developing ideas through verbal, visual, and thematic thinking. (10)

(b) What is the role of the 'visual market' and research in the design execution and presentation of a visual concept? (5)

7. Define visual communcation. Discuss the process of creating a visual composition, starting from ideating a design, applying principles of design and color psychology, to its final execution and presentation for a target market. (15)