

D1BAG2201

Reg.No.....

Name:

FIRST SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022**ANIMATION AND GRAPHIC DESIGN****GAGD1B01T: INTRODUCTION TO VISUAL LANGUAGE****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries 2 marks
(Ceiling 25 Marks)**

1. Intra-personal communication
2. Icons and signage
3. Chiaroscuro lighting
4. Positive shape
5. Typography
6. Rule of Thirds
7. Choreography
8. Television
9. Augmented Reality [AR]
10. Gestalt Law of Continuity
11. Charles Sanders Pierce- Triadic Model
12. Mise-en-scene
13. Sequence
14. 180° rule
15. Shot-break down

**SECTION B: Answer the following questions. Each carries 5 marks
(Ceiling 35 Marks)**

16. Write a short note on the importance of 'Clarity' and 'Design' in visual communication
17. What are the symbolic and psychological effects of colours on human behaviour and feeling?
18. Describe the major characteristics of Installation Art.
19. Give a short note on Indian Theatre.
20. Explain conscious and unconscious biases, using examples.
21. Explain ID, Ego and Super-Ego.
22. Write a note on gaze theory.
23. Give a short note on the evolution of cinematic language.

SECTION C: Answer any two questions. Each carries 10 marks.

24. Substantiate the importance of Visual Literacy in Visual Communication.
25. What is perspective? Explain the types of perspectives.
26. Describe 'Drawing' and 'Painting' as a form of visual media. Give a note on its different types.
27. What is Hero's Journey? Explain the different stages.

(2 x 10 = 20 Marks)