

**FIRST SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2023**

**(Regular/Improvement/Supplementary)**

**ANIMATION & GRAPHIC DESIGN**

**GAGD1B01T: INTRODUCTION TO VISUAL LANGUAGE**

**Time: 2 ½ Hours**

**Maximum Marks: 80**

**SECTION A: Answer the following questions. Each carries *two* marks.**

**(Ceiling 25 Marks)**

1. Define Hieroglyphs.
2. What is Chiaroscuro lighting?
3. What is Rule of Thirds?
4. Define Tint and Shade.
5. Define Navarasa.
6. What is Folktale?
7. What is Denotation?
8. What is deep focus?
9. What is a scene?
10. Define Lithography.
11. What is a Type Face?
12. What is Color Wheel?
13. Define Symmetry.
14. What is Montage?
15. Define Unity of Opposition.

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 35 Marks)**

16. Explain the development of Alphabets.
17. Explain any 3 different types of fonts.
18. Discuss the basic features of Folk art.
19. Differentiate between Archetype and Stereotype.
20. Analyze the characteristics of Organizational Communication.
21. Give a short on Visual Literacy.
22. Briefly explain the open and closed compositions in 2D and 3D space.
23. Briefly explain Mediated communication.

**SECTION C: Answer any *two* questions. Each carries *ten* marks.**

24. Analyze the different types of Communication with suitable examples.
25. Describe the Color theory.
26. Explain the importance of multimedia in the current era.
27. Explain the characteristics of visual language.

**(2 x 10 = 20 Marks)**