

**FIRST SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2024**

**(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)**

**Write short notes on:**

1. Semiotics.
2. Unity of opposition.
3. Negation of the negation.
4. Montage.
5. Camera Framing.
6. Dyadic communication.
7. Illuminated Manuscripts.
8. Properties of colour.
9. Tessellation.
10. Casual stage of communication.
11. Leading in typography.
12. Music.
13. Navarasa.
14. Virtual Reality [VR].
15. Gestalt Law of Similarity.

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

**(Ceiling 35 marks)**

16. Painting is an important form of visual art. Substantiate.
17. What are the basic features of Folk Art?
18. Explain the concept of Dialectical materialism.
19. Differentiate between shot, scene and sequences.
20. What is written communication? Point out the advantages and disadvantages of it.
21. How body-language act as an effective form of non-verbal communication?
22. Describe the concept of 'open and closed' compositions, in 2D and 3D space.
23. What is puppetry? Give examples of different types of puppetry.

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

24. Explain how lights, shade and colour act as the elements of visual communication.
25. Explain the four techniques to achieve a balanced composition.
26. What is Cognitive Bias? Explain the Types of Cognitive biases.
27. Explain Film Language. Give a short description on the evolution of cinematic language

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