

D 94172

(Pages : 2)

Name.....

Reg. No.....

FIRST SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

Digital Film Production

GEC 1VM 02—INTRODUCTION TO VISUAL MEDIA

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. Kathakali is a _____ art form.
2. Smart phone is an example for _____.
3. White and black colours are otherwise known as _____.
4. The first and most basic element of design is _____.
5. Expand GUI.
6. Websites are the examples for _____.
7. Origin of Oddissi is _____.
8. Which is India's first silent movie ?
9. First colour film in Malayalam is _____.
10. Name any video editing software.

(10 × 1 = 10 marks)

Section B*Answer any eight questions.**Each question carries 2 marks.*

11. What is meant by visual communication ?
12. Write about expressions in visual media.
13. Brief about colour in communication.
14. Differentiate folk art form and performing art form.
15. Write a short note about "Language of pictures"
16. What is Photography ?

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17. Write short notes on "Drawing".
18. Write about perception of audience.
19. What is the impact or depth of visual communication ?
20. What are the supporting elements of visual communication ?
21. Write a short note on the relation between audio and video in communication.
22. Write about light and colour in photography.

(8 × 2 = 16 marks)

Section C

*Answer any **six** questions.*

Each question carries 4 marks.

23. Write about the importance of symbols and signs in visual media.
24. What is the relation between physiology and communication ?
25. What are the similarities and differences you find between Film and TV ?
26. Write the role of new media products in communication.
27. Write about Sensual and perceptual theories of visual communication.
28. Explain "viewers meaning making process" with examples.
29. Explain what is visual thinking ?
30. Write about your favourite performing art.
31. Write about paintings with the support of its elements.

(6 × 4 = 24 marks)

Section D

*Answer any **two** questions.*

Each question carries 15 marks.

32. How new media and multimedia products do helps in education ?
33. Write about the impact of films on society.
34. Describe the advantages and disadvantages of older methods and new media communications.
35. Explain what is visual communication and its importance.

(2 × 15 = 30 marks)