



DOON UNIVERSITY, DEHRADUN
Semester Final Examination, First Semester; 2012
School of Communication

M.A. Communication,
Course: Comm – 508: VISUAL COMMUNICATION

Time Allowed: 3 Hours

Maximum Marks: 50

PART 1 : WRITTEN (Marks: 30)

Time Allowed: 2 Hours

Note: Attempt Questions from All sections. Use diagrams & graphics wherever helpful.

SECTION: A (Short Answer Type Questions to be answered in about 25-50 words.)

Attempt any FOUR Questions.

(Marks: 1.5x4=6)

1. Homogenous/ Heterogenous space
2. Name four *Depth Cues* (things that create depth on 2D surfaces). Show graphically.
3. Notan
4. Dot, line, shape
5. Right-brain / Left-brain
6. Common contour & contour rivalry
7. Visual communication's circle dance

SECTION : B (Long Answer Type Questions to be answered in about 100-250 words.)

Attempt any THREE Questions.

(Marks: 4x3=12)

1. Describe the terms '*figure*' & '*ground*'. Elaborate on the *figure-ground* relationship with examples.
2. According to you what are the factors affecting Effective Visual Communication.
3. What is '*Camouflage*'? Explain the two basic methods of *Camouflage*.
4. What is "*Morphics*"? Explain any three types of *Morphics* preferably giving examples from your own experiences & surroundings.
5. What is '*Colour*'? Discuss the three properties of colour i.e. Hue, Saturation & Value.

SECTION : C (Very Long Answer Type Questions to be answered in about 750 words.)

Attempt any TWO Questions.

(Marks: 6x2=12)

1. What do you understand by the term 'Gestalt'? Explain any three fundamental principles of Gestalt in context of Visual communication with relevant examples.
2. Discuss the statement: 'Simultaneous Contrast and Assimilation exist because colour is a chameleon'.
3. Discuss the different personality types categorised by C.G. Jung with examples. What is the significance of this categorisation by Jung daily life?
4. "We do not see what we see". Describe "Illusion" in the context of this statement. Also explain 'Geometric' illusions with graphic examples.

PART 2 : PRACTICAL

(Marks: 20)

Time Allowed: 1 Hour

Attempt any ONE Question.

Creativity, neatness and harmony in design will be appreciated.

1. Design a Geometrical, Decorative or Abstract design/Logo in colour by using any one or more alphabet(s) of English, Hindi or any Indian language chosen by you.

Size: 6x6 inches approx.

Medium: oil pastels, poster/water colours, mixed media

Or

2. Choose any ONE of the following objects, camouflage and visualise it as something totally different and unrelated thereby creating fresh association. You can add a secondary object but the camouflaged object should retain its basic shape and prominence. The objects are:

i. Colour palette

ii. Key

iii. Comb

Size: A4

Medium: oil pastels, poster/water colours, mixed media

Or

3. Prepare a design appropriate for a T-shirt depicting an inspirational or socially significant messages along with relevant visuals in brief (two to three words). Design should be playful & typographical combining visual and text harmoniously.

Size: 6x6 inches approx.

Medium: oil pastels, poster/water colours, mixed media