

20-3-17



DOON UNIVERSITY, DEHRADUN

Mid Semester Examination, Second Semester, 2017

School of Media and Communication Studies

5-Year Integrated MA in Media and Communication Studies

Course: COMM-152: Visual Communication

Time Allowed: 1 ½ hrs

Maximum Marks: 30

Note: Attempt All Sections (A and B)

SECTION A

(Marks: 3x4=12)

Explain the following in detail:

1. Visual Stimuli & Visual Field
2. Format & Ground
3. Shape and Boundary Line
4. Appreciative & Creative use of Visual Competencies

SECTION B

(Marks: 6x3=18)

Attempt ANY THREE

1. Visual literacy involves making judgments of more than one kind. What are they? Explain with examples.
2. The meaning of different symbols is a resultant of their presence in certain environment/context/cultures. Elaborate with suitable examples.
3. The relationship between figure and ground is one of the most important relationships in design. Comment
4. Briefly trace the development of the Alphabet from the earliest form of Visual Communication.

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