



DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, Second Semester, 2016
School of Communication
5-Year Integrated MA in Communication
Course: COMM-152: Visual Communication

Time Allowed: 1 ½ hrs

Maximum Marks: 30

Note: Attempt All Sections (A, B and C)

SECTION A

(Marks: 1x8=8)

1. The term Visual Literacy was coined by _____ in the year 1968.
 2. _____ are the earliest form of visual communication discovered by the human race.
 3. The Nazca Lines are an example of _____.
 4. The script developed by the Sumerians is called _____.
 5. Ground and figure is a selective process. *(True/False)**
 6. Symmetrically balanced images tend to hold the attention for longer as opposed to asymmetrically balanced images. *(True/False)**
 7. Dynamic balance is also known as Formal Balance. *(True/False)**
 8. Logograms can be deciphered with simple intuitiveness and basic knowledge. *(True/False)**
- *Correct the statements that are false.**

SECTION B

(Marks: 4x3=12)

1. What is the Ganzfeld Experiment? Elaborate its impact in the field of Visual Communication.
2. Briefly trace the development of the Alphabet from the earliest form of Visual Communication.
3. Who were the Cro-Magnons and what was their contribution to the development of art and culture?

SECTION C

(Marks: 10x1=10)

1. What is Visual Communication? '*Visual Communication works as a survival skill from the moment we are born*'. Do you agree? Elaborate with examples.

OR

2. Discuss the importance of Balance and Emphasis for the visual medium. How can one achieve Balance and create Emphasis in a composition?

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