

OR

1. Design a symbolic visual/logo in colour by using any one or more alphabets of English, Hindi or any Indian language. The design can be Abstract, Geometrical or Decorative.
Marks: 15

Creativity, neatness and harmony in design will be appreciated.
Medium: oil pastels, poster/water colours, mixed media

Size: 6x6 inches approx.

Attempt any ONE Question.

Time Allowed: 1 Hour

PART 2 : PRACTICAL (Marks: 15)

1. 'Simultaneous Contrast and Assimilation exist because colour is a chameleon' Discuss with graphic examples.
(Marks: 6x1=6)
2. Elaborate on the term 'Gestalt' while explaining any three of its fundamental principles with relevant examples.

Attempt any ONE Question.

SECTION : B (Long Answer Type Questions to be answered in about 150-225 words.)

1. What is 'Camouflage'? Explain any two basic methods of Camouflage.
(Marks: 3x3=9)
2. Figure & Ground
3. Define 'Colour' and comment briefly on the three basic properties of colour.
4. Notan
5. Write a brief note on implied motion.

Attempt any THREE Questions.

SECTION: A (Short Answer Type Questions to be answered in about 75-100 words.)

Note: Attempt Questions from Sections A & B

Time Allowed: 1 Hour

PART 1 : WRITTEN (Marks: 15)

Time Allowed: 2 Hours

Maximum Marks: 30

DOON UNIVERSITY, DEHRADUN
Make-up Examination, November 2012
School of Communication
2 yr M.A. Programme in Communication, 1st Semester
Course: Comm – 508: VISUAL COMMUNICATION



27/11/12