

QP CODE: 24900078



Reg No:.....

Name:.....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
FIRST SEMESTER MGU-UGP (HONOURS) REGULAR
EXAMINATION NOVEMBER 2024

First Semester

Discipline Specific Core Course - MG1DSCDMP100 - INTRODUCTION TO VISUAL COMMUNICATION

(2024 ADMISSION ONWARDS)

Duration: 2 Hours

Maximum Marks: 70

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I), Appreciation (Ap), and Skill (S)

Students should attempt atleast one question from each course outcome to enhance their overall outcome attainability.

[Learning Domain][CO No(s)]

Part A

Multiple Choice Questions

Answer all questions. each question carries 1 mark

- 1 Ideograms are defined as ____ [K] [1]
 - a) graphical symbols that represent an idea or concept
 - b) graphical symbols that represent an object
 - c) graphical symbols that represent Humans
 - d) signs that represent money
- 2 Who invented the printing press? [K] [1]
 - a) Nicolas Jensen
 - b) Joseph Nicéphore Niépce
 - c) Johannes Gutenberg
 - d) Sir John Herschel
- 3 What is the role of "foley" in enhancing visual communication? [K] [1]
 - a) Foley adds realistic sounds for specific moments
 - b) Foley refers to visual effects only

- c) Foley refers to animated characters' movements d) Foley refers to adding sound track
- 4 Which of the following is a primary element of visual language? [K] [2]
- a) Tone b) Line
- c) Texture d) Shadow
- 5 What is the role of 'proportion' in visual language? [U] [2]
- a) To add more elements b) To define the size relationship between elements
- c) To enhance colors in a design d) To guide the eye to the edges of a design
- 6 What role does 'feedback' play in the visualizing process? [U] [2]
- a) It helps improve the design by providing new perspectives b) It is only important for correcting mistakes
- c) It determines the layout d) It helps in choosing the software to use
- 7 Which are the two important elements of audio-visual communication? [K] [2]
- a) Layout and Design b) Layout and Order
- c) Layout and Form d) Layout and Scope
- 8 Define the primary goal of design. [K] [3]
- a) Aesthetic appeal b) Functional problem-solving
- c) Artistic creativity d) Financial gain
- 9 Name the principle that describes how we distinguish the foreground from the background. [K] [4]
- a) Figure-ground relationship b) Depth perception
- c) Visual closure d) Proximity effect
- 10 Recall a key feature of AI-driven design platforms. [K] [4]
- a) Automated resizing for different platforms b) Elimination of user input
- c) Manual control over all elements d) Limited template options

(10 × 1 = 10)

Part B

Short Answer Type Questions (100 Words)

Answer any ten questions. each question carries 3 marks

- | | | | |
|----|---|-----|-----|
| 11 | Explain the concept of visual communication and its significance in modern media. | [U] | [1] |
| 12 | Write short note on Pictograms. | [A] | [1] |
| 13 | Name two early forms of visual communication used by ancient civilizations | [K] | [1] |
| 14 | Define non-verbal communication and list the advantages of incorporating them in visual communication | [K] | [1] |
| 15 | Explain the elements of visual language | [K] | [2] |
| 16 | Explain the term composition | [U] | [2] |
| 17 | Define texture in visual design | [U] | [2] |
| 18 | Discuss the role of semiotics in visual culture | [U] | [2] |
| 19 | What do you mean by visual culture? | [K] | [2] |
| 20 | Discuss the functions of visual communication | [K] | [2] |
| 21 | List AI tools used in design. | [K] | [4] |
| 22 | Outline the future potential of AI in design. | [K] | [4] |

(10 × 3 = 30)

Part C

Essay Type Questions (450 Words)

Answer any two questions. each question carries 15 marks

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|----|---|-----|-----|
| 23 | Explain in detail the early forms of visual communication, providing examples and discussing their significance | [U] | [1] |
| 24 | Discuss the fundamental principles of design and how they contribute to the design process. | [U] | [3] |
| 25 | Discuss the relevance of visual language in communication | [U] | [2] |
| 26 | Explain the key stages involved in the visualization process. | [U] | [2] |

(2 × 15 = 30)

END OF THE QUESTION PAPER
