

**B.E End Semester Examination**

**Anna University, Chennai**

**Semester VIII ( Full Time )**

**PT 9021 Visual Communication**

**Roll No \_\_\_\_\_**

**Printing Technology**

**Time: 3.00 Hrs**

**Max. Marks: 100**

**Part A (10 x 2 = 20 )**

**Answer ALL Questions**

**All questions carry equal marks**

1. Define "Visual Communication"
2. Briefly explain the role of visual communication with an example from Print Media.
3. Define "Balance" and give an example of formal and informal balance.
4. What do you mean by Visual Management?
5. Define Proportion with an appropriate example.
6. List out the steps involved in Effective Communication.
7. Briefly explain the need for Communication.
8. What are the functions of the various media ?
9. Explain the importance of Semiotics in Visual communication.
10. Describe briefly "Colour and visual communication".

**Part B ( 5 x 16 = 80 )**

**Answer ALL Questions**

**All questions carry equal marks**

11. Explain in detail with appropriate diagrams the complete television production process.
12. (a) Describe in detail with examples the role of creative thinking in Visual Communication.  
(OR)  
(b) "Visual Communication aspects are neglected in the design of various products in our country" Agree or disagree with this statement using appropriate examples.
- 13 (a) Describe in detail with examples the principles of semiotics in visual communication.  
(OR)  
(b) Describe the various printing design principles in visual communication with examples.
- 14 (a) Describe with charts and examples the role of the brain and eye in visual communication and its applications in the various social media ( facebook etc., ) communication.  
(OR)  
(b) Explain in detail with diagrams and examples the history of visual arts & communication
- 15 (a) Explain in detail all the features of communication in general with appropriate examples  
(OR)  
(b) Write short notes on (i) Culture and visual communication (8)  
(ii) Photography and visual communication (8)