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END SEMESTER EXAMINATION - 2019

Semester : 6th

Subject Code : AMT-608 (Main)

**INTRODUCTION TO VISUAL
COMMUNICATION**

Full Marks - 70

Time - Three hours

The figures in the margin indicate full marks
for the questions.

Instructions :

1. *All* questions of PART-A are compulsory.
2. Answer any *five* questions from PART-B.

PART - A

Marks - 25

1. Fill in the blanks : 1×10=10

(a) Visual _____ is achieved when all parts
of a composition appear to have equal
weight.

(b) Shape may be _____ or organic.

[Turn over



- (c) Another term for centre of interest is _____.
- (d) Lines, colors, or shapes repeated over and over again in a planned way is _____.
- (e) _____ refers to lightness or darkness of colour.
- (f) The element that refers to tactile qualities is _____.
- (g) The art element that refers to the sense of touch is _____.
- (h) The circuit chart used to remember colour relationships is a _____.
- (i) _____ are said to be contrasting if they are different in lightness and darkness.
- (j) Formal balance is another word for _____ balance.

2. Write true or false :

$1 \times 10 = 10$

- (a) Monochromatic refers to a painting done in one colour.

- (b) Negative space is the background space around the subject of the artwork.
- (c) Intensity is an art element that means darkness or lightness of a surface.
- (d) Unity is obtained by repeating colours and shapes and all parts of the design working together as a team.
- (e) Rhythm is created when visual elements are repeated.
- (f) Red and green are examples of complimentary colours.
- (g) Tints of colour may be created by adding white.
- (h) Analogous colour is another term for complementary colour.
- (i) Triadic colors are the colors that are next to each other.
- (j) Value refers to the brightness or dullness of a color.



3. Choose the correct answer : 1×5=5

(a) Rough is an example of _____.

- (i) Shape
 - (ii) Value
 - (iii) Intensity
 - (iv) Texture
- (b) Yellow-orange, red-orange and yellow-green are examples of
- (i) Tertiary colour
 - (ii) Primary colour
 - (iii) Secondary colour
 - (iv) Triadic colour

(c) Another word for brightness of a colour is

- (i) Value
- (ii) Intensity
- (iii) Hue
- (iv) Complementary



- (d) Contrast can be created by using
 - (i) smooth and rough textures
 - (ii) large and small shapes
 - (iii) plain areas against areas of pattern
 - (iv) All of the above
- (e) A plan for selecting colours for a composition is also known as

- (i) Colour spectrum
- (ii) Colour wheel
- (iii) Colour scheme
- (iv) Colour mix



PART - B

Marks - 45

4. (a) Explain about signs and symbols used in visual communication. 3
- (b) Write a note on the importance of visual communication for the society. 3
- (c) How can the different rules of composition be helpful in making an impactful visual composition ? 3

5. (a) What do you understand by symbolism of colours? 2
- (b) How does the use of appropriate colour scheme help in setting the mood of a design? 3
- (c) Explain the relationship of space, form and structure of a composition. 4
6. (a) What do you mean by the term 'brand' and 'branding'? 2
- (b) While designing an advertisement for kid's apparel brand, what kind of fonts will you use and why? 3
- (c) Compare and contrast product campaign and non-product campaign. 4

7. (a) What is media planning? 2
- (b) What are the key consideration for the selection of media for an advertising campaign? 4
- (c) List out the various objectives for designing an ad-campaign. 3



8. (a) What is the contribution of research to make a product or a service successful in the market? 4
- (b) Explain the difference between print media and digital media. 5
9. (a) For a rural campaign on "Save the girl child", which media would you use and why? 3
- (b) According to you which one is the oldest communication media? Support your answer with example. 6
10. Explain the different modern forms of outdoor advertising. 9

