

Total No. of printed pages = 10

**END SEMESTER EXAMINATION – 2020**

Semester : 6th (Old)

Subject Code : AMT-608

**INTRODUCTION TO  
VISUAL COMMUNICATION**

Full Marks – 70

Time – Three hours

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

**Instructions :**

1. Questions of PART–A are compulsory.
2. Answer Q. No. 8 (*compulsory*) and any *four* from the rest of PART – B.
3. Illustrate your answers with suitable sketches and examples wherever necessary.

**PART – A**

Marks – 25

1. Choose the correct answer :

(a) The plan or design or arrangement of something laid out is called \_\_\_\_\_ 1

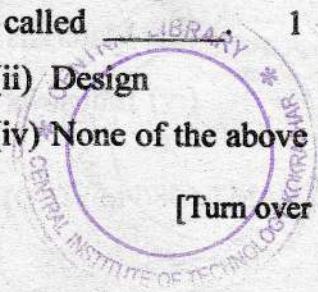
(i) Lay out

(ii) Design

(iii) Texture

(iv) None of the above

[Turn over



(b) Which of the following is the oldest example of visual communication ? 1

- (i) Typology
- (ii) Cave painting
- (iii) Pictograms
- (iv) None of these is correct

(c) The design and presentation of visual information to convey ideas and concepts is called ? 1

- (i) Environmental design
- (ii) Industrial design
- (iii) Communication design
- (iv) Methods

(d) The design and presentation of visual information for manufactured products is 1

- (i) Communication design
- (ii) Environmental design
- (iii) Materials
- (iv) Industrial design

23/AMT-608/I to VC(O) (2)



(e) Communication means \_\_\_\_\_ information,  
and feeling and thoughts with others. 1

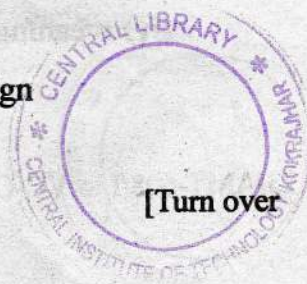
- (i) conveying
- (ii) to receive
- (iii) exchange of
- (iv) all of the above

(f) Media communication are \_\_\_\_\_. 1

- (i) outlets or tools used to store and deliver information or data.
- (ii) conferences, exhibitions, fairs.
- (iii) the imparting or exchanging of information by speaking.
- (iv) None of the above

(g) The promotion of a particular product or company by means of advertising and distinctive design is called \_\_\_\_\_. 1

- (i) Branding
- (ii) Installation
- (iii) Interactive art
- (iv) Deconstruction design



(h) \_\_\_\_\_ are line, shape, form, value, rhythm and color. 1

(i) The elements of art

(ii) Color theory

(iii) Component of color

(iv) None of the above

(i) Advertising is \_\_\_\_\_ 1

(i) a marketing tactic involving paying for space to promote a product, service, or cause.

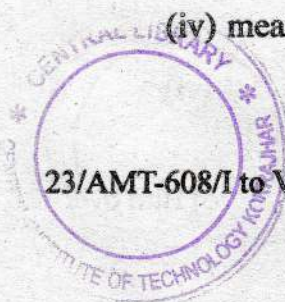
(ii) the placement or arrangement of visual elements, such as form, shape, texture etc. in visual arts.

(iii) a principle of design that suggests movement or action.

(iv) meaningless in visual arts

23/AMT-608/I to VC(O)

(4)



(j) The elements of design are \_\_\_\_\_. 1

(i) Arrangement of color, depth, form, line, shape, space, texture, and value.

(ii) Balance, contrast, emphasis, movement, proportion, repetition, simplicity, space, and unity

(iii) All of the above

(iv) None of the above

2. Write true or false :

(a) A line can vary in length, width, direction, curvature, value and color. 1

(b) Rhythm is a principle of design that suggests movement or action. Rhythm is usually achieved through repetition of lines, shapes, colors, and more. 1

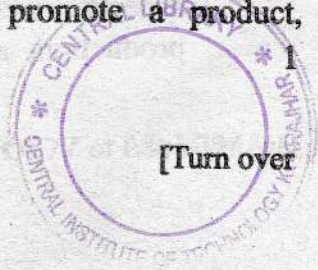
(c) Design is the creation of the products and the services that people use. 1

(d) Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. 1

23/AMT-608/I to VC(O)

(5)

[Turn over



(e) Visual communication is the conveyance of ideas and information in forms that can be seen. 1

(f) Visual balance is achieved when all parts of a composition have equal weight and appear to be stable. 1

(g) Below sentence is written in a font is called Arial Black. 1

**“Knowledge Is Power”**

(h) Identify the image given below : 1

He is Mr. Bean.



(i) Web design is the process of creating websites. It encompasses several different aspects, including webpage layout, content production, and graphic design. 1

- (j) A (Visual) symbol stands for something. It is connected to something through some form of relation (visual similarity, history, etc). 1
- (k) Monochromatic colors are all the colors (tones, tints and shades) of a single hue. 1
- (l) A line can vary in length, width, direction, curvature, value and color. 1
- (m) Design is the creation of the products and the services that people use. 1
- (n) In the visual arts, composition is the placement or arrangement of visual elements. 1
- (o) Visual balance is achieved when all parts of a composition have equal weight and appear to be stable. 1

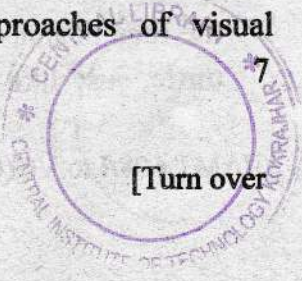
PART – B

Marks – 45

3. (a) What is visual communication? 2
- (b) Discuss the various approaches of visual communication. 7

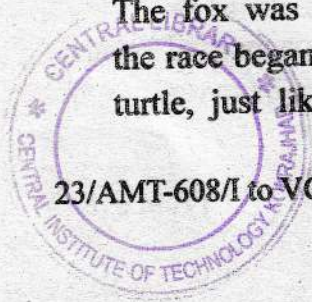
23/AMT-608/1 to VC(O) (7)

[Turn over



4. Discuss the growth and development of Visual Communication from the early time to present era. 9
5. (a) What is advertise? 2  
(b) What is the importance of advertisement in our daily life? Discuss with suitable examples. 7
6. (a) What is Branding? 3  
(b) Discuss the various elements of branding in modern age. 6
7. (a) What is visual aids? 2  
(b) What is the importance of visual aids in a presentation? 7
8. Answer the question : (*compulsory*) 9

One day a rabbit was boasting about how fast he could run. He was laughing at the turtle for being so slow. Much to the rabbit's surprise, the turtle challenged him to a race. The rabbit thought this was a good joke and accepted the challenge. The fox was to be the umpire of the race. As the race began, the rabbit raced way ahead of the turtle, just like everyone thought.

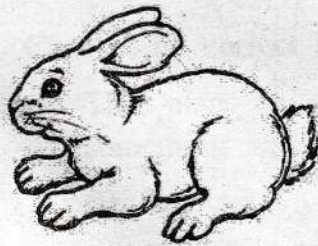
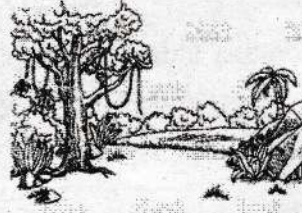
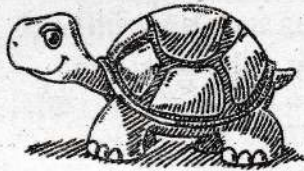




The rabbit got to the halfway point and could not see the turtle anywhere. He was hot and tired and decided to stop and take a short nap. Even if the turtle passed him, he would be able to race to the finish line ahead of him. All this time the turtle kept walking step by step. He never quits no matter how hot or tired he got. He just kept going.

However, the rabbit slept longer than he had thought and woke up. He could not see the turtle any where. He went at full speed to the finish line but found the turtle there waiting for him.

Reference image



- (i) Follow the reference image shown above and create the overall situation of the story.
- (ii) Design a storyboard to describe above story in 6 frames with various poses/moods and expressions.

Notes :

Use only pencil.

Do not use any drawing instrument such as ruler, compass, set-square etc.

Composition Format can be landscape or portrait.

