

Total No. of printed pages = 7

AMT-608/IVC/6th Sem/2018/M

INTRODUCTION TO VISUAL COMMUNICATION

Full Marks - 70

Time - Three hours

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

PART - A

1. Multiple choice questions : $1 \times 10 = 10$

(i) Communication means _____ information,
feeling and thoughts with others.

- (a) conveying (b) to receive
(c) exchange of (d) All of the above

(ii) Face to face communication is a _____.

- (a) Visual (b) Oral
(c) Direct (d) Written

[Turn over

(iii) Pictures that stand for words or ideas are _____.

- (a) Proportion (b) Neutrals
(c) Pictographs (d) Chopmarks

(iv) Principles of perception is _____.

- (a) Color scheme
(b) Closure, emphasis, expression, and dynamic
(c) Monochromatic color
(d) Split complimentary color

(v) Creates a very casual or natural effect is _____.

- (a) Asymmetry balance
(b) Balance
(c) After image
(d) Primary color

(vi) _____ is emotional culture, or social content of a design.

- (a) Intensity (b) Branding
(c) Engraving (d) Expression

(vii) ——— line, shape, form, value, space and texture

(a) The elements of art

(b) Temperature

(c) Component of color

(d) None of the above

(viii) ——— characterisation of color whether warm or cool.

(a) Template (b) Temperature

(c) Trademark (d) Texture

(ix) ——— is basic element repeated to create pattern.

(a) Shape (b) form

(c) Motif (d) Hue

(x) ——— is part of artwork that appears farthest away from the viewer.

(a) Background (b) Foreground

(c) Harmony (d) Pictographs

2. Answer any *five* of the following questions : 3×5=15

- (a) What are signs and symbols ?
- (b) What do you mean by color scheme ? Name them.
- (c) What is raster and vector graphic ?
- (d) What are RGB and CMYK ?
- (e) What is typography ?
- (f) What do you mean by warm and cool color ?

PART - B

3. Answer any *three* of the following questions : 10×3=30

- (a) What is Visual Communication ? Discuss the various approaches of Visual Communication. 2+8=10
- (b) Outline the growth and development of Visual Communication from the early times to the present era. 10

(c) Explain the following forms of visual communication : $3+3+2+2=10$

(i) Public Sign

(ii) Visual Symbols

(iii) Visual Communication map

(iv) Chart and Graph

(d) (i) Create a typographic logo for the given subject using san-serif font. The letter forms may be manipulated slightly.
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(ii) Write and transform the name of an animal in the basic shape of that particular animal. 6

4. Answer any *one* of the following questions :

$15 \times 1 = 15$

(a) 'Delicious Cookies' produces two different types of biscuit mixture.

(i) Cheese and onion

(ii) Honey and banana

You are to design a final presentation for the front surface for a packet for one of these biscuit mixtures.

Use the biscuit packet shape on fig:1 to complete your final presentation.

The information on your packet must include

- the brand name of the biscuit (Delicious Cookies)
- the type of biscuit mixture (Cheese and onion or honey and banana)
- sketches appropriate to the type of biscuit mixture
- colour.

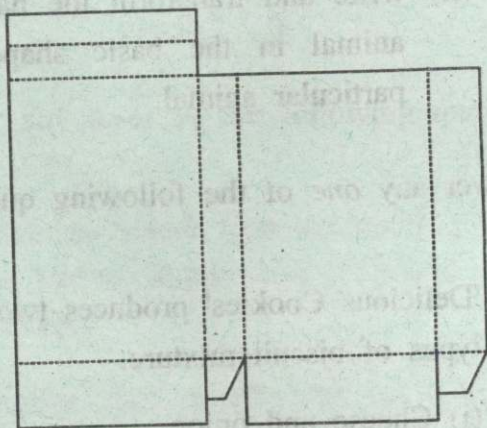


Fig :1 Unwrapped packet cover (the dotted lines represent folding area)

(b) Using the appropriate size as per your visualisation, you are to create a front cover of a poster to promote a national park. The poster must promote the conservation of plants and animals in the national park.

The information on your poster must include

- The name of the area
National Park
- The information the brochure is promoting about plants and animals in the area
- Sketches appropriate for the brochure
- Colour.