

TILAK MAHARASHTRA VIDYAPEETH, PUNE

B.A. in Journalism & Mass Communication

B.A. in Sound and Music Technology

B.A. in Film Making

B.A. in Photography

B.A. in Broadcast Journalism

EXAMINATION: DECEMBER- 2022

SECOND SEMESTER

Sub: Visual Communication (BAJMC BASA BAFM BAPH BABJ -19-2001)

Date : 20/12/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

Q. 1 Descriptive Answer (Any Two) (20)

1. Explain brief history of cinema with suitable example.
2. Discuss how colours can be used to visually communicate with the viewer using appropriate examples.
3. What is semiotics? Explain its importance in visual media.

Q. 2 Write short notes. (Any Two) (10)

1. Ideograms
2. Rule of third
3. Visual communication

Q. 3 Open Ended Question (10)

1. The importance of light in Visual Storytelling. Explain with suitable examples