

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
EXAMINATION: DECEMBER - 2023
SECOND SEMESTER
Sub: Visual Communication (BAJMC 22-2001)

Date: 20/12/2023

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

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

- 1) Explain elements of design in detail with suitable. Example.
- 2) Explain principle of design of design in visual communication with example.
- 3) Describe Colour scheme in detail with example.

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

- 1) Complimentary colour scheme
- 2) Symbolism of colour : RED
- 3) Visual Communication

Q. 3. Open Ended Question (10)

What colours would you choose while making an advertisement for childrens toy Lego and why?
