PG Even Semester Exam, 2025

Visual Arts

4th Semester

COURSE NO. MVAA- 651

[Visual Communication -II]

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer five questions, taking one from each Unit

UNIT-I

1. "Visual Communication is essentially a service based activity"- Discuss. 14
2. Discuss on the importance of negative space in graphic communication. 14

UNIT-II

3. "Semiotics seeks to understand the nature of visual communication"-Discuss. 14
4. Discus briefly on the various steps involves in a graphic design process. 14

Turn over

UNIT-III

5. Write an essay on the historical development of graphic design. 14
6. "Visual Identity plays an important role in brand recognition"-Discuss. 14

UNIT-IV

7. Discuss briefly about the principles of Gestalt theory. 14
8. Discuss the implications of visual hierarchy in graphic communication. 14

UNIT-V

9. Write short note on (any two): 7+7=14
   a. Infographic
   b. Visual perception
   c. Bauhans
   d. Environmental design
   e. Motion graphics
10. Discuss the function of illustration in the context of advertising. 14

★★★

PG Even Semester Exam, 2025

Visual Arts

4th Semester

COURSE NO. MVAA- 651

[Visual Communication -II]

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer five questions, taking one from each Unit

UNIT-I

1. "Visual Communication is essentially a service based activity"- Discuss. 14
2. Discuss on the importance of negative space in graphic communication. 14

UNIT-II

3. "Semiotics seeks to understand the nature of visual communication"-Discuss. 14
4. Discus briefly on the various steps involves in a graphic design process. 14

Turn over

UNIT-III

5. Write an essay on the historical development of graphic design. 14
6. "Visual Identity plays an important role in brand recognition"-Discuss. 14

UNIT-IV

7. Discuss briefly about the principles of Gestalt theory. 14
8. Discuss the implications of visual hierarchy in graphic communication. 14

UNIT-V

9. Write short note on (any two): 7+7=14
   a. Infographic
   b. Visual perception
   c. Bauhans
   d. Environmental design
   e. Motion graphics
10. Discuss the function of illustration in the context of advertising. 14

★★★