

Reg. No. :

D 2066

Q.P. Code : [07 DVC 04]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Par III — Visual Communication

COMMUNICATION MEDIA

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Which is the channel of mass communication most important in India and why? Give suitable examples.
2. "Print media has become an industry". Do you agree with this statement? Explain this with your arguments.
3. Discuss the format of Radio news bulletin stepwise with examples.
4. Explain concept of visual communication and various types of visual media used in effective communication process.

5. Evaluate the characteristics of Television as a Medium of Communication.
 6. Discuss the origin and growth of Indian Cinema.
 7. Describe the use of Internet for news communication.
 8. What do you understand by Digital Media? Describe its characteristics.
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D 2067

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B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Part III — Visual Communication

GRAPHIC PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Development of Printing Process has speed up in last two decades in India. Describe.
2. Analyze the reasons of changes in lay-out and design of Newspapers. Explain lay-out and design of which Newspaper you like most.
3. What is the difference between the design of a Poster and a Newspaper? Explain with examples.
4. What is the principle behind phototypesetting?

5. Discuss the process of making an offset printing plate.
 6. Illustrate the principles of page makeup and layout.
 7. Critically analyze the usage of computer software in desktop publishing.
 8. Write a brief note on digital image its types and file formats.
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D 2068

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B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Visual Communication

PHOTOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Photography is technique and an Art both. Write a detailed note on favour of this statement.
2. Explain the 'rule of third' for frame composition in still photography with suitable illustration.
3. Discuss the use and importance of various types of Lens used in photography.
4. Describe the significance of F-stop and shutter speed settings in a SLR camera.
5. Compare and contrast analog photography with digital photography. Give detailed account of the types of digital camera that are being used.

6. Illustrate the techniques involved in converting Black and White photo to a colorful photo in Adobe Photoshop.
 7. Write about the various image modes in a digital camera you are aware of.
 8. Explain the definition, elements and principles of Portfolio Development Photography.
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