

Reg. No. :

D 1071

Q.P. Code : [07 DVC 04]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2013.

Second Year

Part III — Visual Communication

COMMUNICATION MEDIA

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Do you think higher standards should be applied to news media than profitability?
2. Examine the nature and composition of radio audience.
3. Illustrate the nature and the characteristics of visual medium.
4. Critically analyze the finer points of Prasar Bharathi Bill.

5. Discuss how new media technologies are changing the ways that audiences are consuming the media.
 6. Has the movie making been affected by the technological advancements? Exemplify your answer.
 7. Why have web editions of most newspapers not been financially profitable ventures in India? Do you think the present situation may change in the near future? Why?
 8. Online journalism is more akin to news agency journalism rather than newspapers journalism. Comment on the statement with specific reference to news gathering and writing.
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Visual Communication

GRAPHIC PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Classify printing processes and mention the different types of machines that come under them.
2. How will you make a printing cylinder for a rotary machine?
3. Draw the diagram of a foundry cast type and label the parts.
4. Discuss the process of making an offset printing plate.

5. Explain the process of preparing gravure printing plate with a note on the working of the press.
 6. Mention the steps involved in achieving four color printing.
 7. How will you design a visiting card for yourself? How will you select the lay out, font color and type of printing?
 8. Discuss the concept of Digital press with all its pros and cons.
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Second Year

Visual Communication

PHOTOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer any FIVE Questions

All questions carry equal marks.

(5 × 20 = 100)

1. Give a detail account and a diagrammatic representation of the parts of a SLR camera.
2. With a help of neat diagram explain rule of thirds in photo composition.
3. What is light? What difference does light make in photography?
4. What is a flash? Why it is used for? What are the types of flash used in photography? Explain the same.

5. Digital photography has brought in tremendous amount of change in the way photographs are taken. Study the change in detail.
 6. Differentiate Film and a Digital SLR camera.
 7. How will you retouch and restore old photographs in photoshop?
 8. Suggest any TEN important accessories needed for setting a Studio. Write about the uses of those accessories.
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