

Reg. No. : .....

**D 1622**

**Q.P. Code : [07 DVC 04]**

(For the candidates admitted from 2007 onwards)

**B.Sc. DEGREE EXAMINATION, MAY 2014.**

**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. Compare and contrast News paper and magazine.
2. What are the pros and cons of private radio broadcasting?
3. Television is a very powerful communication tool. Discuss.
4. Discuss about Indian motion picture industry.
5. Explain about the Classification of social media.

6. Illustrate the structure of a newspaper organization.
  7. What is the difference between documentary films and feature film?
  8. What are the uses of ICT in Public and Private sector.
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Reg. No. : .....

**D 1561**

**Q.P. Code : [07 DVC 05]**

(For the candidates admitted from 2007 onwards)

**B.Sc. DEGREE EXAMINATION, MAY 2014.**

**Second Semester**

**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. How is modern printing technology different from that old one? Describe about them in detail.
2. Describe the modern lay-out in detail with citing example of a Newspaper.
3. What is type face? Describe various kinds of type face.
4. Discuss in detail main work done in the process of printing of newspaper.

5. What is block making? How will you make a half tone block?
  6. Mention the steps involved in achieving four color printing.
  7. Describe the concept of Digital Press and Software's involved in printing industry.
  8. Explain Digital Images with the help of bitmap images and vector graphics.
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Reg. No. : .....

**D 1562**

**Q.P. Code : [07 DVC 06]**

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2014.

Second Year

Visual Communication

**PHOTOGRAPHY**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Write about different type of still camera and its components with their functions.
2. What is three point lighting? Describe the different lighting techniques for still photography.
3. From pinhole camera of yesterday to a Digital still camera of today, photography has seen changes in equipment and process. What are those changes? Explain.

4. Give a brief description of a Modern Digital camera with a schematic diagram
  5. What do you understand by photoshop? What types of files are supported by Photoshop and what does the software do on those files? Discuss in detail with the help of example.
  6. Discuss the factors affecting file size of an image file. Also discuss the relation between file size and resolution of an image.
  7. Write various steps involved in the development of a GIF Animation in Adobe Photoshop. Draw line diagram to explain.
  8. List down the essential equipment's and budget needed for setting up a small budget studio.
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