

SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

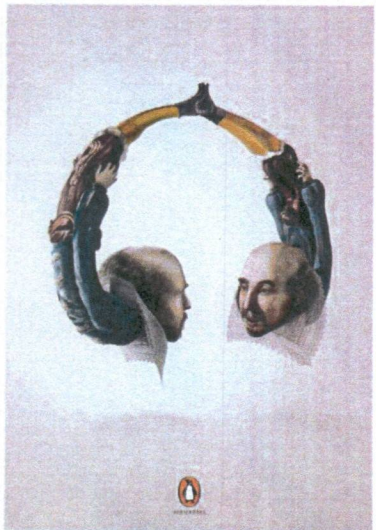
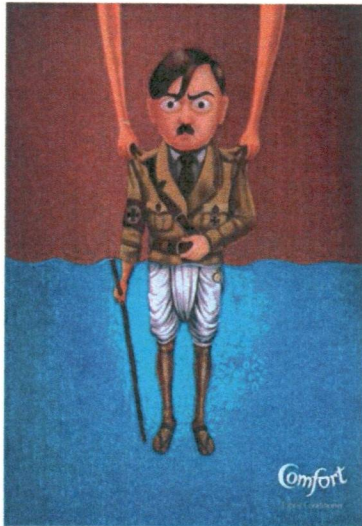
BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (Hons) PG	SEM: I
	NOV-2023

Sr. No.	Subject	Available
1.	231U08K101 – Visual Communication	
2.		
3.		
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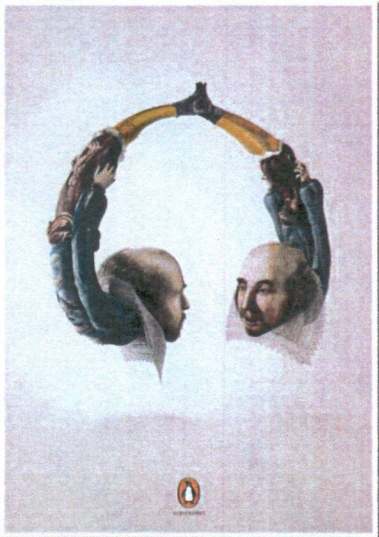
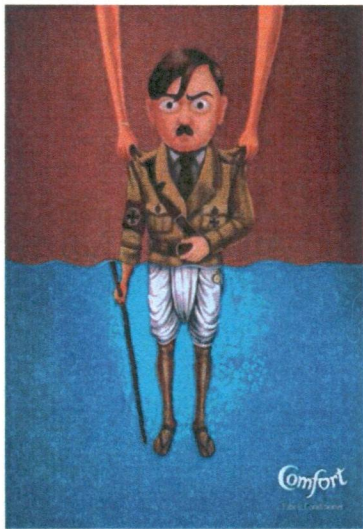


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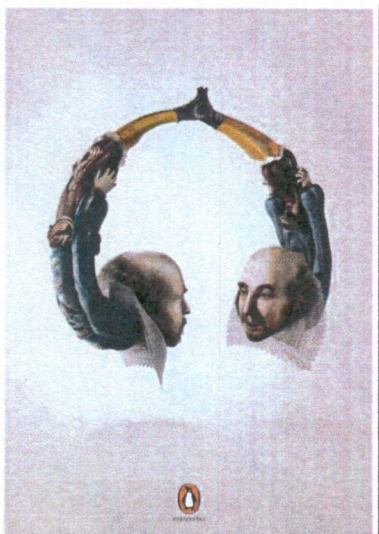
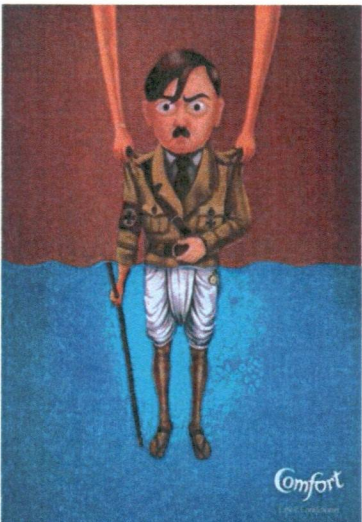
Semester (July 2023 to October 2023)		
Examination: End Semester Examination Nov 2023 (PG Programs)		
Program code:08 Program: BAMCJ(Hons)	Class: FY	Semester: I
Name of the Constituent College: S K Somaiya College	Name of the Department: Mass Communication	
Course Code:231U08101	Name of the Course: Visual Communication	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1. Q. 1 is a compulsory question 2. Draw neat diagrams 3. Assume suitable data if necessary		

Question No.		Max. Marks	Co Attainment
Q.1	<p>Analyze the following adverts on the basis of Color, Text, shape, message, and codes used in it.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>1. Penguin Audio Book</p>  </div> <div style="text-align: center;"> <p>2. Comfort Fabric Conditioner</p>  </div> </div>	15	CO 1
Q.2	<p>A) Illustrate the semiotics theory of Visual Communication</p> <p style="text-align: center;">OR</p> <p>B) "Cartoons are symbolic representations of humans and their social behavior" Elaborate the statement in reference to the sarcasm and satire portrayed in cartoons, with examples</p>	15	CO3 CO4
Q.3	<p>A) Describe the history of Visual Communication</p> <p style="text-align: center;">OR</p> <p>B) Write a detailed note on Color in visual communication.</p>	15	CO3 CO2
Q.4	<p>Write Short Notes on. (any three)</p> <ol style="list-style-type: none"> 1. Graphic design vs Art 2. Perception 3. Cognition 4. Social Media Ethics 5. Form 	15	CO4 CO2 CO3 CO3 CO1

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