

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 9514

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Unique Paper Code : 2033180020

Name of the Paper : Visual Communication DSE

Name of the Course : **Bachelor of Arts (Honours Course) Journalism**

Semester : VII

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

Part A

1. Explain the role of iconography, symbolism, and analogy in visual communication with suitable examples.

OR

What is photographic truth? Discuss how framing and editing can influence the viewer's perception of reality.

2. Discuss the Gestalt Principles of visual perception. Explain any four principles with relevant examples.

OR

Explain how do visual biases in news photography influence audience perceptions of social groups or events. Suggest relevant solutions.

3. What is remix culture? Discuss how fan edits and meme remixes contribute to digital participatory culture.

OR

Write a short note on digital identity and augmented reality. Explain how these concepts influence self-presentation on social media.

4. Distinguish between the elements and principles of design, substantiating your differentiation with concrete examples.

OR

P.T.O.

Justify the significance of achieving balance in a design, and elucidate the various types of balance that are essential in design.

Part B

5. Examine the roles played by Greyscale, Value, Hue, and Luminosity in the context of visual communication.

OR

Examine the role of visual narratives in Indian Indigenous Communication. Discuss any two forms such as Warli, Madhubani, Patachitra, highlighting their visual style and socio-cultural relevance.

6. What is Colour Theory? Discuss colour psychology and its application in branding and visual identity design with suitable case studies.

OR

Discuss the role of semiotics in visual communication. Explain how symbols, signs, and codes contribute to meaning-making in media texts, using relevant visual or media examples.

7. Discuss the Elements and Principles of Design in detail. Explain how they work together to create harmony, balance, and meaning in a visual composition. Support your answer with relevant media or design examples.

OR

The role of visual elements such as logo, typography, colour palette, and imagery in creating a strong and consistent brand identity. Support your answer with suitable case studies or brand examples.

8. Discuss ethical concerns in the digital age related to memes, virality, misinformation, trolling, and digital satire. Provide examples of real-life social media cases.

OR

Evaluate the role of surveillance, privacy, identity theft, and visual bias in the digital media ecosystem. How do these issues shape user behaviour and platform policies today?

9. Design an awareness poster on any relevant social issue keeping in mind all the elements of visual communication.

OR

How visual communication is essential for advertising and marketing of any product or service. Explain with the help of a case study.