

(6 pages)

Reg. No. :

Code No. : 70073

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GVCT 1

CERTIFICATE COURSE IN VISUAL
COMMUNICATION/ GRAPHIC FOR VISUAL
COMMUNICATION EXAMINATION, APRIL 2022.

Non-Semester

INTRODUCTION TO VISUAL COMMUNICATION

(For those who joined in July 2005 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Scale, dimension, motion are some of the examples of visual _____.
(a) Semantics (b) Symbols
(c) Syntax (d) Signs

2. _____ form of written communication can be very simple for those who follow the guidelines.
(a) Letter writing
(b) Business writing
(c) copy writing
(d) Personal writing
3. _____ is the form of Visual Communication.
(a) Postures (b) Gestures
(c) Sculptures (d) Scripts
4. The three parts of encoding are creation, adaptation and _____.
(a) Transmission (b) Transformation
(c) Reception (d) Interpretation
5. Communication is derived from Latin word _____.
(a) Communicare (b) Commonoun
(c) Communicative (d) Commonality
6. Speaking + Listening = _____.
(a) Non verbal Communication
(b) Verbal Communication
(c) Oral communication
(d) Political communication

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7. What is proxemics _____.
- (a) The study of time sequence
 - (b) The study of spatial communication
 - (c) The study of pitch distance
 - (d) The study of voice quality
8. _____ is vital for understanding the visually intensive world in which we live.
- (a) Visual Aid (b) Visual Art
 - (c) Visual Analysis (d) Visual Basic
9. _____ is any interference in the communication process that distorts the senders message.
- (a) Perception (b) Noise
 - (c) Filtering (d) Distractions
10. Sense, Select, Perceive are the three stages in _____ Visual Theory.
- (a) Shakespeares (b) Huxley
 - (c) John Milton (d) Wordsworth

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PART B — (5 × 6 = 30 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Define Communication.
- Or
- (b) Explain the nature of Communication.
12. (a) Write a note on Connotation.
- Or
- (b) Explain the types of Communication.
13. (a) Differentiate between formal and informal communication.
- Or
- (b) Explain the functions of Communication.
14. (a) Explain Rhetoric Model.
- Or
- (b) Explain the types of non-verbal behavior.
15. (a) Describe Textures and form.
- Or
- (b) What are the stages in Visualizing?

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PART C — (5 × 12 = 60 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the Communication as a process with example.

Or

- (b) Explain the Historic development of Visual Communication.

17. (a) Explain Intention and Communication in detail.

Or

- (b) Write a detailed note on message meaning and connotation in Communication.

18. (a) Elaborate the communication process.

Or

- (b) Explain the relationship between culture and communication.

19. (a) Explain any two theories of Communication.

Or

- (b) Describe briefly the three basic models of Communication.

20. (a) Explain the concept of size shape and texture in detail.

Or

- (b) Write a detailed note on Visual power.
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