16-8-18

Time: 1 hour

Maximum marks: 30

This question paper has ONE printed page and THREE parts

I. Write short notes on any FIVE of the following in not more than 50 words each:

(5x 2 = 10)

1. Tertiary Colours
2. Closure
3. Connotation
4. Sign
5. Perspectives
6. Ferdinand de Saussure

II. Answer any TWO questions in about 100 words each: (2 x 5 = 10)

7. Rhisomatic approach to Theories of Visual Communication
8. What does John Berger has to say on how we see?
9. Explain how visual elements create a basis for our perception.

III. Answer any ONE of the following questions in about 200 words: (1 x 10 = 10)

10 Explain Gestalt Principles with examples
11 Explain the salient features of Semiotics

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