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Registration number:

Date & Time:

**ST. JOSEPH’S UNIVERSITY, BENGALURU-27  
BSc/BA/BCom/BSW/BCA – 2nd SEMESTER  
SEMESTER EXAMINATION: APRIL 2024**

(Examination conducted in April/May 2024)

**VC OE 2 – VISUAL ANALYSIS**

**(For current batch students only)**

**Time: 2 hours Max Marks: 60**

This paper contains **TWO** printed page and **THREE** parts.

**PART- A**

**Write short notes on any FIVE in 100 words each. (5x5=25)**

1. Texture
2. Signifier and signified
3. Visual rhetoric
4. Structuralism.
5. Connotation and denotation.
6. HSL
7. Identify the type of signs from the image below

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| a.  Peace symbols - Wikipedia | b. 🤌 Pinched Fingers Emoji | c. Pedestrian Crossing Sign Images - Free Download on Freepik | d.  Calculator icons for free download | Freepik | e.  The 'tears of joy' emoji is the worst of all – it's used to gloat about  human suffering | Abi Wilkinson | The Guardian |

**PART-B**

**Answer any TWO questions in 200 words each. (2x10=20)**

8.What is mise-en-scene? Elaborate with a suitable example.

9.  Explain the male gaze from a film you saw recently.

10. Explain the purpose of visuals in design.

**PART-C**

**Answer any ONE question in 250 words (1x15=15)**

11. Differentiate between icon, sign and symbol. Explain in detail using suitable examples.

12. What are the principles of visual design?