



Register Number:

**DATE: 11-01-2021**

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27  
B.A. VISUAL COMMUNICATION - I SEMESTER  
END SEMESTER EXAMINATION: JANUARY 2021  
VC 1218 – THEORIES OF VISUAL COMMUNICATION**

**Time- 2 ½ hours**

**Maximum Marks: 70**

**This paper consists of ONE printed page and THREE parts**

**I. Answer any THREE in about 120 words:**

**(3 x 5 = 15)**

1. What is perception?
2. Write a short note on Ecological Theory.
3. What is perceptual constancy?
4. Elucidate the use of visual metaphors on images. Give an example with an illustration.

**II. Answer any FOUR in about 250 words each:**

**(4 x 10 = 40)**

5. Articulate the use of continuity, similarity, and figure/ ground in the application of design with illustrations.
6. What is rhetoric? How is rhetoric communicated on visual representations? Give an example.
7. Identify the role of Indian aesthetics in the realm of arts. What are the different concepts?
8. How are ideology and propaganda communicated through imagery? Explain
9. Write short notes on following theories:
  - a) Constructivism
  - b) Cognitive

**III. Answer any ONE in about 350 words:**

**(1 x 15 = 15)**

10. What is semiotics? Elaborate on the classifications contributed to this field.
11. Delineate the assumptions of seeing visuals as stated by John Berger.

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