

Roll.No.

22UVSCT1001

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.Sc.VISCOM - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - I

22UVSCT1001 - Introduction to Visual Communication

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Why is communication important in personal and professional settings?
2. Explain the Gestalt principle of similarity with an example.
3. Evaluate how Emotionalism affects audience engagement in visual storytelling.
4. Define white space and explain its importance in page layout.
5. What is color psychology? Explain its significance in visual communication.
6. Examine the role of constructivism in interpreting visual narratives.
7. How does Visual Rhetoric Theory help in analyzing advertisements?
8. How does movement and depth enhance user experience in digital design?

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. How can barriers to communication be overcome in a professional setting?
10. Analyze how data visualization improves audience engagement.
11. How can illusions be used to manipulate audience perception in media?
12. Discuss how Semiotic Analysis can be applied to decode cultural symbols in advertisements.
13. Evaluate how the principles of balance and rhythm interact in modern web design.
