

## U G Even Semester Exam, 2023

### VISUAL ARTS

4<sup>th</sup> Semester

COURSE NO. BVAC-402

#### [ Visual Communication-I ]

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks for the questions*

*Answer five questions, taking one from each Unit*

#### UNIT-I

1. What is a layout? Discuss briefly on the different types of layout. 4+10=14
2. Discuss about the role of gesture in communication. 14

#### UNIT-II

3. Give a brief account on the development of script in India. 14
4. Discuss the role of colour in Indian context that hold together the tradition and cultural significance. 14

*Turn over*

#### UNIT-III

5. What is communication? Write briefly about the different types of communication. 14
6. Define the term calligraphy with a brief note on the tools and techniques. 14

#### UNIT-IV

7. What is design? Give a brief account on the principles of design. 4+10=14
8. Typography plays an important role in visual communication-Discuss. 14

#### UNIT-V

9. Write short notes on (any two): 7x2=14
  - a. Hieroglyph
  - b. Visual perception
  - c. Symbol
  - d. Graphic design
10. Write briefly on the development of writing with special reference to cuneiform in Mesopotamia. 14

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