**Program:** F.Y.B.AMMC **Semester:** I **Program Code:** UGMMC01

**Course:** Visual Communication **Course Code:** NUMM104

**Duration:** 1 Hour **Examination Pattern:** NEP-Autonomous -External **Max. Marks:** 30

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

**Examination:**

**REGULAR**

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| **Q. 1** | | **Attempt any one from the following:** | **[15]** | **CO's** | **KL's** |
| | **(a)** | Explain the historical evolution of visual communication | | **CO1, CO2** | **L2** |
| | | **OR** | | | |
| | **(b)** | Analyze the impact of visual communication on media and entertainment. | | **CO1, CO2** | **L4** |
| | | | | | |
| **Q. 2** | | **Attempt either A and B or C and D from the following:** | **[15]** | **CO's** | **KL's** |
| | **(a)** | State the meaning of color psychology and design principles | **(8)** | **CO1** | **L1** |
| | **(b)** | Evaluate how scriptwriting and visualization contribute to compelling visual narratives in documentaries or short films. | **(7)** | **CO1** | **L5** |
| | | **OR** | | | |
| | **(c)** | Create a logo design based on Visual communication theory and explain it in detail. | **(8)** | **CO1, CO2** | **L2,L6** |
| | **(d)** | Analyze the ecological theory in detail | **(7)** | **CO1** | **L4,L3** |

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