

**FYBAMMC/SEM I/ATKT/Visual Communication**

Time: 1 hr.

**Marks:30**

- Note:
1. Draw neat diagrams wherever necessary.
  2. Figures to the right indicate full marks.
  3. Write any **TWO** questions from the following
  4. Each question carry **15 Marks**.

- |     |   |      |
|-----|---|------|
| Q.1 | What is the importance of visual communication in today's world? Explain sensual, perceptual and ecological theories in detail. | [15] |
| Q.2 | What are Ideogram and Logogram? Explain the Cognitive Theory in detail  | [15] |
| Q.3 | Describe Vector and Raster images in detail. Explain Typography.  | [15] |

---X---X---