

NEP - Semester End Examination – October 2025

Program:	<u>FYBAMMC</u>	Course:	<u>Visual Communication</u>
Program Code:	<u>UGMMC01</u>	Course Code:	<u>NUMM104</u>

Duration: 1 Hour Max. Marks: 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1		Attempt any one from the following:	[15]	Course Outcome	Knowledge Level
	(a)	Describe the concept of visual communication as both a process and an expression, and explain how it functions as a language.		CO1	L2
OR					
	(b)	Design and illustrate a color wheel that accurately represents primary, secondary, and tertiary colors.		CO1, CO2	L6
Q. 2		Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
	(a)	State the meaning of color psychology and design principles, list examples where they are used in advertising and apply these principles with a suitable example.	8	CO1	L1 – L3
	(b)	Discuss the role of animation and VFX in visual storytelling and analyze their impact on media and entertainment.	7	CO1, CO2	L2 – L4
OR					
	(c)	Apply the concepts of visible and invisible communication with real-world examples.	8	CO1	L3
	(d)	Evaluate the effects of visual stereotyping on digital platforms	7	CO2	L5

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