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BARCH
(SEM VIII) THEORY EXAMINATION 2017-18
VISUAL COMMUNICATION

Time: 3 Hours

Total Marks: 100

Notes:

- Attempt all sections.
- Assume missing data, wherever necessary.

SECTION-A

Q.1. Attempt all parts. All parts carry equal marks. Write answer of each part in short.

(2X10=20)

- a) What is Idea?
- b) What is visual?
- c) What is bichrome color scheme?
- d) What is expressive typography?
- e) What is font?
- f) What do you understand by GUI?
- g) What do you understand by 3D visualization?
- h) What is resolution?
- i) What do you mean by gestures?
- j) What is signage?

SECTION-B

Q.2. Attempt **any five** questions from this section.

(10X5=50)

- a) Describe the influential design technics in packaging.
- b) Explain the process involved in logo design.
- c) Explain the process of editing a clip and which software can be used.
- d) How and where animations are useful. Explain with examples.
- e) Explain the affordance of visual elements for effective interactions.
- f) Discuss the various material used in packaging.
- g) Explain the role of composition in graphical representation.
- h) What is interface? Explain interactive interface.

SECTION-C

Q.3. Attempt **any two** questions from this section.

(15X2=30)

- a) Discuss the role of digital communication. Explain its advantage in architectural industry.
- b) Explain the relationship between syntactics, semantics and pragmatics with proper examples.
- c) Describe the process of printing to make the work more expressive and user friendly.