

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code: 26E02808

Course Code : 24UFVC11

UG Degree - End Semester Examinations, April 2026

First Semester

B.Sc., VISUAL COMMUNICATION

Visual Arts and Aesthetics

(For those who joined in July 2024 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

CO:1 1. Visual communication uses what to convey messages?

- K:1
- (a) Verbal language (b) Written text only
(c) Visual elements (like images and colors) (d) Sound

CO:1 2. What does "visual power" mean?

- K:1
- (a) Power from electricity (b) The strong effect of images
(c) Power of sound (d) Power of smell

CO:2 3. Which of these is a famous art movement?

- K:1
- (a) Cooking (b) Dancing
(c) Swimming (d) Cubism

CO:2 4. What is the purpose of a storyboard?

- K:1
- (a) To draw a single picture (b) To paint a wall
(c) To plan a sequence of events in a story (d) To design a building

CO:3 5. How many vanishing points are used in two-point perspective?

- K:1
- (a) One (b) Two
(c) Three (d) Four

CO:3 6. From an atmospheric perspective, distant objects appear:

- K:1
- (a) Sharper (b) Brighter
(c) Hazier (d) Larger

- CO:4 7. Which element is used to create outlines or edges in art?
K:1 (a) Colour (b) Line
(c) Form (d) Texture
- CO:4 8. The visual principle that creates a sense of movement in design
K:1 is:
(a) Balance (b) Unity
(c) Proportion (d) Rhythm
- CO:5 9. What is the study of signs and symbols called?
K:2 (a) Sign Language (b) Symbolism
(c) Semiotics (d) Artwork
- CO:5 10. What is denotation?
K:2 (a) The literal meaning (b) The hidden meaning
(c) The symbolic meaning (d) The cultural meaning

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

- CO:1 11. (a) Describe how visual culture affects our daily life.
K:3 **(OR)**
(b) What is framing and why is it essential in creating an image?
- CO:2 12. (a) Compare the cubism and surrealism art movements.
K:4 **(OR)**
(b) How does digital art differ from traditional art? Explain.
- CO:3 13. (a) Explain the four components of light and shade with
K:3 examples.
(OR)
(b) How does overlapping create depth in artwork? Explain.
- CO:4 14. (a) Imagine you are designing a poster. How would you use the
K:4 visual element "pattern" to make it attractive?
(OR)
(b) Describe the principle of balance. How can an artist create
balance in a design?

CO:5 15. (a) Explain the difference between denotation and connotation.
K:4 Provide examples.

(OR)

(b) Explain how symbols are used in modern advertising.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

CO:1 16. (a) Discuss the role of visual communication in modern media
K:6 (TV, social media, ads).

(OR)

(b) How does colour affect the mood of an image? Explain with suitable examples.

CO:2 17. (a) Evaluate the influence of different art movements on
K:5 contemporary art practices.

(OR)

(b) How does Digital Art contribute to the field of illustration and character design? Explain with suitable examples.

CO:3 18. (a) Compare and contrast one-point, two-point and three-point
K:4 perspectives. Provide examples of each.

(OR)

(b) Discuss how atmospheric perspective contributes to landscape drawing.

CO:4 19. (a) Discuss how visual elements like line, shape and colour
K:6 work together to create a strong composition.

(OR)

(b) Analyse how visual principles work together to create effective design solutions.

CO:5 20. (a) Explain how artists use symbols to send messages to the
K:5 audience. Provide examples.

(OR)

(b) Evaluate how cultural background can affect the interpretation of signs.