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VI Semester B.V.A. Degree Examination, September/October - 2022
VISUAL ARTS - APPLIED ART/GRAPHIC DESIGN
Theory of Advertising Visual Communication & Media
(CBCS Scheme Semester 2019 Batch)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates :

Illustrate wherever necessary.

SECTION - A

Answer any **Five** questions.

(5×5=25)

1. Write about different resolutions/image sizes widely used in web, broad cast and media.
2. Write a brief note on film as language and the grammar of film.
3. Write about different formats of television commercials.
4. What are the characteristic features of Television as a mass communication medium.
5. Write brief note on differences between Raw and Jpeg file format?
6. Write about the various applications of animation in non-narrative function.
7. Write a short note on importance of books as a visual communication medium.

SECTION - B

Answer any **Three** questions.

(3×15=45)

1. Write in detail about various file formats and their applications with respect to resolutions bit depth and compression.
 2. Explain the influence of Bauhsaus philosophy in contemporary design.
 3. Explain the evolution of animation from optical toys to contemporary digital animation.
 4. Deconstruct the television commercial campaign of your own choice. Analyse the format appeal and narrative style used.
 5. Write in detail how every digital ecosystem extends across multiple industries.
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