Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2018

Course	:	**BCAMUL**	**Date**	:	**22/7/2018**
Subject Code	:	**BCAMUL-105**	**Time**	:	**03:00pm to 06:00pm**
Subject Name	:	**Visual Communication**	**Duration**	:	**03 Hours**
			Max. Marks	:	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Write on Rules For Good Composition
2. Write on Thumbnail Sketches and their uses
3. Explain Media/Techniques
4. Explain the Mechanical Aids
5. Explain the goals of good design

Section B

Answer the following (Attempt any four) **(20)**

1. Want are Opaque Projectors?
2. Explain ink drawing
3. Write on Combining Collage And Drawing
4. Explain layout
5. Explain image
6. Explain color

Section C

Part – A (Multiple Choice Questions) **(10)**

1 How can you make the main object or subject graphic very effective?

A Highlight B Color
C Shapes D A, B, C

2 What is the element which can make the composition and the graphic to look like a 3D image?

A Perspective B One point
C Two point D None

3 What can show you the main massage of the graphic very effectively.

A The direction B Layout
C Paragraph D A, B, C

4 What can make a very effective composition if they are used in a proper and thoughtful manner?

A Colors B Both A and C

C Composition D None

5 What can be used with the creative styles for the composition?

A Shapes B Lines

C Curves D A, B, C

6 How can the data when arranged in the manner so the eyes go to the main object or subject of the art work.

A Golden mean B Good mean

C Good design D A, B, C

7 When the data is place in the two vertical parts of the page is known as

A Sequential B Both A and C

C Symmetrical D None

8 Which arrangement divides the area of Art work in to four same size parts?

A Triangle B Quadrant

C Hexagon D None

9 What are used to emphasis or highlight the main point of interest in an image and this puts it into a concept that gives depth to an image

A Lines B Color

C Frames D All

10 What helps you in separating the subject from its foreground and background?

A Highlight B Depth of field

C Shadow D None

Part – B (Do as Directed) (10)

Define the following in one line

1 Lossless Compression

2 Midtones

3 Pickup Art

4 Positive Film

5 Proof

6 Resolution

7 Visually Lossless Compression

8 Subtractive color

9 Tint

10 Scale