

(6 pages)

Reg. No. :

Code No. : 20696 E Sub. Code : EFVC 11

B.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

First Semester

Visual Communication – Foundation Course

VISUAL ARTS AND AESTHETICS

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What is the primary focus of visual language in the context of communication and culture?
(a) Written text
(b) Spoken language
(c) Visual elements
(d) Audio effects

2. How do artists and designers use the light, shade and color in visual communication?
(a) To create complex sentences
(b) To add sound effects to images
(c) To convey meaning and mood
(d) To emphasize spoken language
3. Symbols and signs are integral components of visual communication. What do they help convey?
(a) Audio messages (b) Written text
(c) Non-verbal cues (d) Visual information
4. Which of the following is an example of non-verbal elements in visual communication?
(a) Typography (b) Facial expressions
(c) Grammar rules (d) Punctuation marks
5. Which of the following is an element of visual composition?
(a) Harmony (b) Rhythm
(c) Line (d) Contrast
6. How many dimensions are involved in two-point perspective drawing?
(a) One (b) Two
(c) Three (d) Four

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7. Which of the following principles of perspective is related to the relative size of objects in the distance?
(a) Overlapping (b) Placement
(c) Size (d) Color
8. Which of the following is not a category of paintings mentioned in the syllabus?
(a) Naturalistic (b) Distorted
(c) Abstract (d) Romantic
9. Which of the following terms is associated with the realm of semiotics and meaning-making?
(a) Brushstroke (b) Canvas
(c) Analogy (d) Easel
10. In the context of "Semiotics in Art," what are the three modes of sign, as outlined in the syllabus?
(a) A, B, C
(b) Icon, Text, Symbol
(c) Icon, Index, Symbol
(d) Denotation, Connotation, Myth

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Explain the types of aesthetics.
Or
(b) Explore the fundamental elements of visual language.
12. (a) Define Visual Composition with examples.
Or
(b) Discuss the growth of art in Postmodern period.
13. (a) Bring out the implications of feminism on Art.
Or
(b) Trace the history of Kalugumalai caves.
14. (a) Explain the characteristics of naturalist painting.
Or
(b) What is character design?
15. (a) Define the terms "sign" and "code" in semiotics.
Or
(b) Write a note on the social responsibility of the Artist.

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Discuss the role of symbolism and narrative in visual art.

Or

- (b) Explain Rasas. List out Eight Primary Rasas.

17. (a) Define Gestalt principles. Explain the elements of Gestalt principles.

Or

- (b) What are the contributions of artists in the west to the major modern art movements?

18. (a) Discuss the four components of light and shade in visual composition.

Or

- (b) 'Every piece of architecture reflects the influence of periodic art'. Give your answer.

19. (a) Discuss in brief the major art movements.

Or

- (b) Explain the concept of the "signifier" and the "signified" in semiotics.

20. (a) Describe and differentiate between the three modes of signs: Icon, Index, and Symbol.

Or

- (b) Examine the principles of perspective, including overlapping, size, placement, and color.
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