



QP CODE: 22001616

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Reg No : .....

Name : .....

**M A DEGREE (CSS) EXAMINATION, JULY 2022**

**First Semester**

**CORE - MM500101 - INTRODUCTION TO VISUAL LANGUAGE**

M A Animation, M A Cinema and Television, M A Graphic Design, M A Multimedia, MA Print &  
Electronic Journalism

2019 ADMISSION ONWARDS

0D8F4BD5

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight **1** each.*

1. What is visual closure?
2. What is the Grey Scale?
3. What is shallow focus?
4. Explain any two applications of Golden ratio.
5. What is imaginary line?
6. What do you mean by rhythm in photo composition?
7. What is tonal montage?
8. Write a short on Lumiere Brothers.
9. What is an epic?
10. What is a storyboard?

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight **2** each.*

11. Visually represent Gestalt Principles of Visual Perception





12. How does the visual language communicate to its target audience?
13. What is visual language?
14. Explain the basic features of a Video camera.
15. Explain vertical composition.
16. What is the difference between ground level shot and shoulder level shot?
17. What is 30 degree rule?
18. What is visual language? How it is used in screenplay writing?

(6×2=12 weightage)

**Part C (Essay Type Questions)**

Answer any **two** questions.

Weight **5** each.

19. Explain the difference between Hue and Saturation.
20. Illustrate the working of camera and its similarities with human eye.
21. What do you mean by Visual language? Elaborate it in context of cinema and design.
22. Write about the contributions of a videographer in different fields of media.

(2×5=10 weightage)

