

FYBMM (E)  
XY9AFZ Vis Comm<sup>n</sup>  
16/10/19

(L)

(Total Marks: 75)

**N.B.**

1. All questions are compulsory and carry equal marks
2. Read the questions carefully before answering
3. Figures to the right indicate full marks
4. Use illustrations wherever necessary

**Q1) Case Study:** (15)

Many companies are now using social marketing as a tool for selling the goods. Proctor and Gamble (P&G) Company now want to create social awareness advertisement for saving water for their brand TIDE. On this basis answer the following:

- A) Create Visual Communication Strategy (3)
- B) Two newspaper advertisements based on the above strategy (4)
- C) Concept of a TV advertisement with explanation of visuals (4)
- D) Two poster advertisements in colour (4)

**Q2)**

- A) What is visual communication? Answer with cultural examples. (7)
- B) What is the importance of visual communication in the modern world? (8)

OR

C) Write a note on Sensual and Perceptual theories of visual communication. (15)

**Q.3)**

- A) What is color? Write different colors and their meanings for designer. (7)
- B) Write a note on color and the packaging and its effect on mind. (8)

OR

C) Write a detailed note on importance of paintings in Indian Culture. (15)

**Q.4)**

- A) Explain importance of visual communication in movies. (7)

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B) Why digital images are important in social communication? (8

OR

C) What is the meaning of ethics in social media?

What are the tools of visual communication in social media? (15

**Q.5) Write short notes on (any three) (15**

1. Semiotics
2. Emojis
3. Webpage and visual communication
4. Visual Path
5. CMYK/RGB

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