SRM VALLIAMMAI ENGINEERING COLLEGE
(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF

ELECTRONICS AND COMMUNICATION ENGINEERING

QUESTION BANK

VII SEMESTER

1906706 - VISUAL COMMUNICATION

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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

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SUBJECT   : 1906706 - VISUAL COMMUNICATION

YEAR /SEM : IV/VII

	UNIT - I: INTRODUCTION			
	Need for and the Importance of Human and Visual Communication. Communication a expression, skill and process, Understanding Communication: SMRC-Model.			
	PART – A			
Q. No.	**Questions**	**CO**	**BT Level**	**Competence**
1	Write the importance of human and visual communication.	CO1	BTL1	Remembering
2	Define visual communication.	CO1	BTL1	Remembering
3	What are visual communication skills?	CO1	BTL1	Remembering
4	Compare group communication and mass communication.	CO1	BTL2	Understanding
5	What are the benefits of visual communication?	CO1	BTL1	Remembering
6	Why communication skills are important in professional life?	CO1	BTL2	Understanding
7	Mention the different barriers of communication.	CO1	BTL2	Understanding
8	Write the difference between inter and intra personal communication	CO1	BTL1	Remembering
9	Define stimulation in the context of visualization.	CO1	BTL1	Remembering
10	Write the role of color analysis in visual perception.	CO1	BTL1	Remembering
11	What are visual thinking skills?	CO1	BTL1	Remembering
12	Point out the different types of visual thinking?	CO1	BTL2	Understanding
13	Give examples for physical barriers of communication	CO1	BTL1	Remembering
14	Illustrate primary, secondary and tertiary colours with example.	CO1	BTL2	Understanding
15	Differentiate between warm colours and cool colours.	CO1	BTL2	Understanding
16	What is optical center?	CO1	BTL1	Remembering
17	Define theories of perception.	CO1	BTL1	Remembering

18	Mention the stages involved in visualizing.	CO1	BTL1	Remembering
19	Why do we need media, culture and society?.	CO1	BTL2	Understanding
20	Differentiate between verbal and non verbal messages.	CO1	BTL2	Understanding
21	What do you mean by visual presentation?.	CO1	BTL1	Remembering
22	Mention the significance of SMCR model.	CO1	BTL2	Understanding
23	Outline the Shannon and Weaver model of communication.	CO1	BTL2	Understanding
24	Summarize the visual elements used in communication.	CO1	BTL2	Understanding

		PART – B			

Q. No.	Questions	CO		BT Level	Competence
1	Explain different forms of communication with suitable examples.	CO1	(13)	BTL3	Applying
2	Describe the important visual communication skills required for effective visual communication	CO1	(13)	BTL4	Analyzing
3	What do you mean by visuals? Explain visual elements with examples.	CO1	(13)	BTL3	Applying
4	Discuss the role of visual communication in mobile media.	CO1	(13)	BTL4	Analyzing
5	Design and comment the role and importance of visual communication in societal applications	CO1	(13)	BTL3	Applying
6	Explain the various models of visual communication.	CO1	(13)	BTL3	Applying
7	Analyze the application of psychological concepts of visual communication with examples.	CO1	(13)	BTL4	Analyzing
8	Elaborate the concept of visual culture and explain its role in day-to-day life.	CO1	(13)	BTL4	Analyzing
9	Summarize the evolution of visual communication through films with suitable examples.	CO1	(13)	BTL3	Applying
10	Describe the application of visual communication in commercial context with reference to 3-D visuals, animation and media.	CO1	(13)	BTL3	Applying
11	Explain about media and the various types and functions of traditional media.	CO1	(13)	BTL3	Applying
12	How does the communication take place through facial expression and body language.	CO1	(13)	BTL4	Analyzing
13	Draw the block diagram of SMCR model and explain the components in detail.	CO1	(13)	BTL4	Analyzing
14	Write short notes on (i) Verbal communication. (ii) Non-verbal communication.	CO1	(7) (6)	BTL3	Applying

15	Elaborate the ways in which communication serves as expression in visual communication	CO1	(13)	BTL4	Analyzing
16	Enumerate the major elements that can be used by marketers or companies. in visual communication.	CO1	(13)	BTL4	Analyzing

17	Write short notes on
	    (i)Visual perception.
	    (ii)Visual culture.
		CO1	(7)
			(6)
				BTL3	Applying

PART-C

1.	What are the functions of visual communication? Analyze them with the Indian context.	CO1	(15)	BTL4	Analyzing
2	Illustrate the role of visuals in advertisements and role of communication in developing nations.	CO1	(15)	BTL3	Applying
3	Examine the types and effects of communication barriers with examples.	CO1	(15)	BTL4	Analyzing
4	Summarize the characteristics and functions of SMCR model of communication.	CO1	(15)	BTL3	Applying
5	Analyze the concepts, need, importance of human and visual communication with examples.	CO1	(15)	BTL4	Analyzing

UNIT - II: PROCESS IN COMMUNICATION
Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation

PART – A				
Q. No.	**Questions**	**CO**	**BT Level**	**Competence**
1	List the steps involved in the process of communication.	CO2	BTL1	Remembering
2	Define visual processing.	CO2	BTL1	Remembering
3	What are the steps of the visual process?	CO2	BTL1	Remembering
4	Mention the two levels of meaning in communication process.	CO2	BTL2	Understanding
5	How do visual images communicate messages?	CO2	BTL2	Understanding
6	Outline the importance of visual messages.	CO2	BTL2	Understanding
7	Name the visual communication tools.	CO2	BTL1	Remembering
8	Point out the use of denotation in communication process.	CO2	BTL2	Understanding
9	Write the significance of connotation.	CO2	BTL1	Remembering
10	Justify that Codes as a context for interpreting signs.	CO2	BTL2	Understanding
11	Differentiate between denotation and connotation.	CO2	BTL2	Understanding
12	Write the types of visual methodologies.	CO2	BTL1	Remembering

13	Point out the codes used for interpreting signs.	CO2		BTL2	Understanding
14	What are the three levels of linguistic meaning?	CO2		BTL1	Remembering
15	Define linguistic communication.	CO2		BTL1	Remembering
16	List the different domains of pragmatic language.	CO2		BTL1	Remembering
17	Interpret the term semantics with examples.	CO2		BTL2	Understanding
18	Differentiate between semantics and pragmatics.	CO2		BTL2	Understanding
19	Name the two main categories of semantics?.	CO2		BTL1	Remembering
20	Outline the characteristics of pragmatic with examples.	CO2		BTL2	Understanding
21	How a semiotic landscape helps in understanding cultural diversity in a region?	CO2		BTL2	Understanding
22	What are the three types of semiotics?	CO2		BTL1	Remembering
23	Mention the need of narrative representation in semiotics.	CO2		BTL2	Understanding
24	Write the principle of visual semiotics.	CO2		BTL1	Remembering

PART – B

Q. No.	Questions	CO		BT Level	Competence
1	Draw the block diagram of communication process and analyze the importance of communication.	CO2	(13)	BTL4	Analyzing
2	Tabulate the difference between Business Communication and General Communication.	CO2	(13)	BTL4	Analyzing
3	Summarize the seven principles required for effective communication process.	CO2	(13)	BTL3	Applying

4	Write short notes on
	    (i) Personal communication
	    (ii) Social communication
		CO2	(13)	BTL3	Applying

5	Explain the two important branches of linguistics.	CO2	(13)	BTL3	Applying
6	Compare and contrast the characteristics of denotation and connotation.	CO2	(13)	BTL4	Analyzing
7	(i) Write the significance of culture codes. (ii) Explain the type of codes used for interpreting signs.	CO2	(13)	BTL3	Applying
8	Describe the different levels of communication with examples.	CO2	(13)	BTL3	Applying
9	Elaborate on semiotic sign language interpretation.	CO2	(13)	BTL4	Analyzing
10	Examine the characteristics of semantics and pragmatics with examples	CO2	(13)	BTL4	Analyzing
11	Explain the classification of Semantic Interoperability Problems	CO2	(13)	BTL3	Applying
12	Describe the communication framework employed in visual communication.	CO2	(13)	BTL4	Analyzing
13	Describe the semantic and pragmatic levels of language processing in visual communication.	CO2	(13)	BTL4	Analyzing

14	Write short notes on (i) Denotation (ii) Connotation.	CO2	(7) (6)	BTL3	Applying
15	What is semiology?. Explain its theory and facts with suitable examples.	CO2	(13)	BTL3	Applying
16	Analyze the relationship between culture and communication.	CO2	(13)	BTL4	Analyzing
17	Explain the importance narrative representation in visual presentation.	CO2	(13)	BTL3	Applying

PART-C

1.	Analyze the different types of semantics and pragmatics in linguistics.	CO2	(15)	BTL4	Analyzing
2	Examine the major differences between semantics, pragmatics with examples.	CO2	(15)	BTL4	Analyzing
3	Describe the conceptual model for understanding of semantic and pragmatic interoperability.	CO2	(15)	BTL3	Applying
4	Summarize the systematic study of sign processes (semiosis) and meaning making.	CO2	(15)	BTL3	Applying
5	Describe the semiotic landscape involving language and visual communication.	CO2	(15)	BTL4	Analyzing

UNIT - III: METHODOLOGY
Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements/Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)

	PART – A			
Q. No.	**Questions**	**CO**	**BT Level**	**Competence**
1	Write the key factors to achieve user-friendly design	CO3	BTL1	Remembering
2	Define eye tracking.	CO3	BTL1	Remembering
3	What is visual cognition.	CO3	BTL1	Remembering
4	Mention the different elements of design.	CO3	BTL2	Understanding
5	State the importance of dots in visual design.	CO3	BTL1	Remembering
6	Define line and its use in visual art.	CO3	BTL1	Remembering
7	List the types of lines used in visual art.	CO3	BTL1	Remembering
8	Illustrate the use of shapes in the design.	CO3	BTL2	Understanding
9	Compare positive and negative space.	CO3	BTL2	Understanding
10	Summarize about the texture and its parts.	CO3	BTL2	Understanding
11	Point out the role of pattern in visual design.	CO3	BTL2	Understanding

12	Outline the significance of worst and a best design.	CO3	BTL2	Understanding
13	Infer the relationship between space and shape.	CO3	BTL2	Understanding
14	How do we create the movement in the design?	CO3	BTL2	Understanding
15	Differentiate between repetition and rhythm	CO3	BTL2	Understanding
16	Mention the importance of emphasis in the design.	CO3	BTL2	Understanding
17	List the different ways for achieving good proportion	CO3	BTL1	Remembering
18	Compare proportion and unity.	CO3	BTL2	Understanding
19	Point out the parameters to achieve unity in design	CO3	BTL2	Understanding
20	Write the relationship between line and shape.	CO3	BTL1	Remembering
21	Name the basic principles of design.	CO3	BTL1	Remembering
22	Define visual balance	CO3	BTL1	Remembering
23	What are the two basic forms of visual balance?.	CO3	BTL1	Remembering
24	What is meant by radial balance?.	CO3	BTL1	Remembering

PART – B

Q. No.	Questions	CO		BT Level	Competence
1	Illustrate the applications of Visual Design in Virtual Media Paradigm	CO3	(13)	BTL3	Applying
2	Summarize the concept of Visual Design Methodology.	CO3	(13)	BTL3	Applying
3	Examine the relationship between design and innovation performance at the firm level	CO3	(13)	BTL4	Analyzing
4	Give a detailed report on Visual Design with necessary examples.	CO3	(13)	BTL3	Applying
5	Elaborate the elements of design with necessary sketches.	CO3	(13)	BTL4	Analyzing
6	Explain line and categorize its types with necessary illustrations.	CO3	(13)	BTL4	Analyzing
7	Illustrate the concept of shape and its types with necessary examples.	CO3	(13)	BTL3	Applying
8	Discuss the importance of depth in design with examples.	CO3	(13)	BTL4	Analyzing
9	Elaborate about the space and its types with necessary illustrations.	CO3	(13)	BTL4	Analyzing
10	What are the roles and basic responsibilities of the designer and explain in detail.	CO3	(13)	BTL3	Applying
11	Assess the difference between symmetric and asymmetric balance in visual design.	CO3	(13)	BTL4	Analyzing

12	Write short notes on
	    (i) Emphasis
	    (ii) Visual economy
		CO3	(13)	BTL3	Applying

13	Summarize the importance of texture in visual design and its types.	CO3	(13)	BTL3	Applying
14	Illustrate a rough design by using different elements.	CO3	(13)	BTL3	Applying
15	Elaborate the principles of design with necessary sketches.	CO3	(13)	BTL4	Analyzing
16	Describe the concept of balance and its types with necessary sketches.	CO3	(13)	BTL4	Analyzing
17	Analyze the function and importance of unity in layout design.	CO3	(13)	BTL4	Analyzing

PART-C

1.	Illustrate the case studies of visual design in virtual media technology.	CO3	(15)	BTL3	Applying
2	Analyze the concept of design centrality and design investments.	CO3	(15)	BTL4	Analyzing
3	Explain about the selection of elements to achieve good design.	CO3	(15)	BTL3	Applying
4	Describe an illusion of balance and visual weight to improve the viewers satisfaction level.	CO3	(15)	BTL4	Analyzing
5	Compare and contrast symmetric, asymmetric and radial balance in visual design.	CO3	(15)	BTL4	Analyzing

UNIT - IV: DESIGN PROCESS
Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis, decision making, Implementation.

PART – A			
Q. No.	**Questions**	**CO**	**BT Level**	**Competence**
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1	Give the range of visible spectrum.	CO4	BTL1	Remembering
2	Define visual perception	CO4	BTL1	Remembering
3	What is visual memory system?	CO4	BTL1	Remembering
4	List the components of visual memory system.	CO4	BTL2	Understanding
5	Summarize the principle of proximity.	CO4	BTL2	Understanding
6	State the principle of similarity	CO4	BTL1	Remembering
7	Outline the concept of sensory transduction.	CO4	BTL2	Understanding
8	What is meant by a neuron?	CO4	BTL1	Remembering

9	Compare sensory and motor neurons.	CO4	BTL2	Understanding
10	Mention the functions of photoreceptors.	CO4	BTL2	Understanding
11	How the neurons convert light energy into neural impulses?	CO4	BTL2	Understanding
12	Mention the two complementary theories of color vision.	CO4	BTL2	Understanding
13	Write the concept of trichromatic theory.	CO4	BTL1	Remembering
14	What are the qualities of color theory?	CO4	BTL1	Remembering
15	Define optical illusion.	CO4	BTL1	Remembering
16	Differentiate between visual and optical illusion.	CO4	BTL2	Understanding
17	Name the types of optical illusions.	CO4	BTL1	Remembering
18	List the uses of optical illusions.	CO4	BTL1	Remembering
19	Mention the steps of design thinking process.	CO4	BTL2	Understanding
20	What happens in the test stage of design thinking?	CO4	BTL1	Remembering
21	List the tools of design thinking.	CO4	BTL1	Remembering
22	Mention the use of mind map in design thinking.	CO4	BTL2	Understanding
23	Summarize the role of problem identification stage during design.	CO4	BTL2	Understanding
24	Illustrate the three "I"s of design thinking.	CO4	BTL2	Understanding

		PART – B				
Q. No.		Questions	CO		BT Level	Competence
1		What are the fundamental organizational principles of visual perception? Explain in detail.	CO4	(13)	BTL3	Applying
2		How do we create the relationship between sensation and perception? Explain with necessary diagrams.	CO4	(13)	BTL3	Applying
3		Summarize the role and importance of inner workings of the human memory and its limitations.	CO4	(13)	BTL4	Analyzing
4		Describe how perceptual set is influenced by an individual's characteristics and mental state.	CO4	(13)	BTL3	Applying
5		Elaborate the things that affect the sensory perception system.	CO4	(13)	BTL3	Applying
6		(i) What is meant by senses and what are their types?. (ii) How are the neural signals interpreted?	CO4	(8) (5)	BTL3	Applying
7		Anallyze the visual perception theory in color psychology.	CO4	(13)	BTL4	Analyzing
8		Explain the importance of sensory receptor and its types in visual perception..	CO4	(13)	BTL4	Analyzing

9	Describe the different senses of visual sensory system.	CO4	(13)	BTL3	Applying
10	Explain the basic principles and theories of color vision in psychology?	CO4	(13)	BTL3	Applying
11	List and explain the types of optical illusion in visual perception system.	CO4	(13)	BTL4	Analyzing
12	Write short notes on (i) Sensory receptor (ii) Visual Illusion	CO4	(8) (5)	BTL3	Applying
13	Summarize the goals and essential components of design thinking.	CO4	(13)	BTL3	Applying
14	Analyze the role and importance of decision making and implementation stages in design process.	CO4	(13)	BTL4	Analyzing
15	Explain in detail about the colors with symbolic meaning.	CO4	(13)	BTL4	Analyzing
16	Describe the concept of search for solution refinement and analysis during design process.	CO4	(13)	BTL4	Analyzing
17	Elaborate the function and importance of color psychology in visual perception.	CO4	(13)	BTL4	Analyzing

PART-C

1.	Describe the basic principles and elements of sensory perception system.	CO4	(15)	BTL3	Applying
2	Analyze the working principle of optical illusion with suitable examples.	CO4	(15)	BTL4	Analysing
3	Elaborate in detail about the different phases of design thinking process in detail	CO4	(15)	BTL4	Analysing
4	Summarize the creative decision making and implementation of visual design process.	CO4	(15)	BTL3	Applying
5	Explain in detail about the basic structure and concept of color psychology and color theories.	CO4	(15)	BTL4	Analysing

UNIT - V: GRAPHIC DESIGN				
Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.				
PART – A				
Q. No.	Questions	CO	BT Level	Competence
1	Write the basic concept of graphic design.	CO5	BTL1	Remembering
2	Point out the role of graphic design in visual communication.	CO5	BTL2	Understanding
3	Outline the significance of communication in graphic design.	CO5	BTL2	Understanding
4	What should be a designer's priority while creating a design?	CO5	BTL1	Remembering
5	List the components of graphic design?	CO5	BTL2	Understanding

6	Differentiate between a window polygon and a crossing polygon.	CO5	BTL2	Understanding
7	What are the steps involved in graphic design process?	CO5	BTL1	Remembering
8	List the uses of graphic design.	CO5	BTL1	Remembering
9	What is visual graphics?	CO5	BTL1	Remembering
10	Point out the functions and responsibilities of graphic designer.	CO5	BTL2	Understanding
11	List the qualities of graphic designer	CO5	BTL2	Understanding
12	What is meant by image-based design?	CO5	BTL1	Remembering
13	Compare image-based design with type-based design	CO5	BTL2	Understanding
14	How does brainstorming create ideas in graphic design?	CO5	BTL2	Understanding
15	Give the different ways to get the creative ideas in graphic design.	CO5	BTL2	Understanding
16	Mention the importance of consistency in graphic design.	CO5	BTL1	Remembering
17	Write the difference between graphic design and visual design.	CO5	BTL1	Remembering
18	What are the basic essential qualifications for graphic designer?.	CO5	BTL1	Remembering
19	What is Visual Thinking?	CO5	BTL1	Remembering
20	Mention the types of communication visual art.	CO5	BTL2	Understanding
21	List the tools used for graphic design.	CO5	BTL1	Remembering
22	Write the use of concept mapping in graphic design.	CO5	BTL2	Understanding
23	What is meant by verbal and visual ideas?.	CO5	BTL1	Remembering
24	How do you incorporate feedback into designs?	CO5	BTL2	Understanding

	PART – B				
Q. No.	Questions	CO		BT Level	Competence
1	Explain the principles and functions of crucial core graphic design.	CO5	(13)	BTL3	Applying
2	What is color theory and why is it important in graphic design?.	CO5	(13)	BTL3	Applying
3	(i) Write the historical development of design. (ii) How do you measure the success of your designs?.	CO5	(8) (5)	BTL4	Analyzing
4	Explain about the recent research activites in graphic design and its importance for society.	CO5	(13)	BTL3	Applying
5	(i) What is your process to create design? (ii) How can graphic designers overcome creative block?.	CO5	(8) (5)	BTL3	Applying
6	How is designing for print media different from designing for digital media? Explain in detail.	CO5	(13)	BTL4	Analyzing

7	Summarize the roles and responsibilities of a graphic design in visual communication.	CO5	(13)	BTL4	Analyzing
8	Describe the scope and career opportunities for the graphic designer.	CO5	(13)	BTL3	Applying
9	Explain about project initiation process in graphic design?	CO5	(13)	BTL3	Applying
10	Analyze the characteristics of graphic design while working on a graphic design program.	CO5	(13)	BTL4	Analyzing
11	Elaborate the basic fundamentals of graphic design that has to be followed to understand and reach the target audiences.	CO5	(13)	BTL4	Analyzing

12	Write short notes on
	   (iii) Graphic design execution
	   (iv) Graphic design tools
		CO5	(8)
			(5)
				BTL3	Applying

13	Explain the basic essential qualifications and qualities required for graphic designer	CO5	(13)	BTL3	Applying
14	Examine the common visual design mistakes to be identified and rectified before submitting the project.	CO5	(13)	BTL4	Analyzing
15	Analyze the purpose of graphic design and its tools in Visual Communication.	CO5	(13)	BTL4	Analyzing
16	Enumerate the process of developing verbal and visual ideas required for graphic design.	CO5	(13)	BTL4	Analyzing
17	Explain the role of creativity in graphic design with necessary examples.	CO5	(13)	BTL3	Applying

PART-C

1.	How would you describe the basic principles and source of concept for graphic design and its activities for societal applications.	CO5	(15)	BTL3	Applying
2	Elaborate in detail about the basic steps involved in finalizing the design.	CO5	(15)	BTL4	Analyzing
3	Summarize the qualities, functions and responsibilities of graphic designer.	CO5	(15)	BTL3	Applying
4	Examine how design thinking and visual thinking works together to achieve good design.	CO5	(15)	BTL4	Analyzing
5	Analyze in detail about graphic design is a professional field, comment with examples.	CO5	(15)	BTL4	Analyzing