

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS- BAJMC

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Introduction to Visual Communication
Course Code: 25JMC231T

Max. Marks: 50
Time: 2.30 Hours

Instructions: Please do not write anything on question paper other than your roll number.

Q1.	Attempt 2 Short note questions: (10 Marks) a. What is semiotics? b. How do visuals in news and art affect people's opinions and emotions? c. Define visual storytelling.	CO3
Q2.	Solve any 1 Broad question: (10 Marks) a. Analyze the challenges of designing for multicultural or global audiences. b. Evaluate the role of design software like Photoshop, Illustrator, and Canva in shaping modern visual media production.	CO4
Q3.	Solve any 1 Broad question: (10 Marks) a. "A picture is worth a thousand words." Do you agree? Explain how visuals communicate messages. b. How does the rise of digital media and social platforms change the way we create, analyze, and interpret visual communication? Discuss with current examples.	CO5
Q4.	Solve any 1 Broad question: (10 Marks) a. Explain copyright, plagiarism, and ethical guidelines in visual design using industry examples. b. Evaluate the role of teamwork in executing large-scale visual communication projects.	CO6
Q5.	Solve any 1 Broad question: (10 Marks) a. Using examples, analyze how line, shape, color, and space contribute to effective visual design. b. Apply the principles of composition (balance, contrast, alignment) to design a skeleton of a sample poster and justify your choices.	CO3
