

Roll No



PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 12/03/2026

Time: 11:45 AM - 01:15 PM

Course Code: MDS1209

Course Name: Visual Communication: Theory and Aesthetics

Semester: Second Semester

Max. Marks: 50

Weightage: 50%

CO - Levels

CO1

CO2

Marks

30

55

Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Describe the significance of visual communication in contemporary society.	5	CO1	BT2
2	Summarize the impact of technology on visual communication methods.	5	CO2	BT2
3	Explain the significance of design principles in creating effective visual communications.	5	CO1	BT3

Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Illustrate the significance of understanding audience perception in visual communication.	10	CO2	BT4
5	Evaluate the role of color in visual communication and its psychological effects on viewers.	10	CO1	BT5
6	Examine how visual hierarchy influences audience attention and message understanding in visual communication.	10	CO1	BT4

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
7	Analyze the visual communication theories and their real-world applications in today's digital landscape.	20	CO2	BT3

8	Analyze the visual elements in an advertisement of your choice.	20	CO2	BT4
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