



Even Semester End Term Examination, May / June 2026

Date: 22/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: MDS1209

Course Name: Visual Communication: Theory and Aesthetics

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	45	15	60	10

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Recognise the importance of colour contrast in visual accessibility.	5	CO3	BT1
2	Discuss the key milestones in the history of visual communication.	5	CO1	BT2
3	Discuss the role of "Optical Illusions" in understanding the limitations of human visual perception.	5	CO2	BT2
4	Outline the technical requirements for achieving a shallow "Depth of Field" in photography.	5	CO3	BT1
5	Define UX and UI design with suitable examples.	5	CO3	BT1
6	Define shutter speed and explain its role in photography.	5	CO3	BT1

Part B: Answer Any 5 Following Questions. 50 M

Qn.No	Questions	M	CO	BT
7	Examine the human eye and the visual process, explaining how we perceive light and color.	10	CO1	BT4
8	Apply semiotic theory to analyze a social messaging campaign, identifying signs and signifiers.	10	CO2	BT3
9	Analyze the design principles used in any two visual media platforms with suitable examples.	10	CO1	BT4
10	Compare the use of "Natural Light" versus "Studio Light" in a photojournalistic setting.	10	CO4	BT4

11	Analyze how "Persuasive Design" is used in visual content marketing.	10	CO3	BT4
12	Explain the three components of the exposure triangle and their relationship with one another	10	CO3	BT4

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
13	Analyze the various composition techniques and key elements of photography with suitable examples.	20	CO3	BT4
14	Analyze the theoretical frameworks of visual communication and examine their relevance in practical applications.	20	CO1	BT4