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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES**

**MID TERM EXAMINATION**

**Winter Semester:** 2021 - 22

**Course Code:** BAJ 2007

**Course Name:** VISUAL COMMUNICATUON PHOTOGRAPHY

**Program & Sem:** 2<sup>nd</sup> SEM

**Date:** 12/May/2022

**Time:** 10:00AM - 11:30AM

**Max Marks:** 50

**Weightage:** 25%

**Instructions:**

(i) Read the all questions carefully and answer accordingly.

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries TEN marks.**

**(3Qx 10M= 30M)**

1. Define Human angles in selecting a news in any mode of visual communication with one example. [C.O.1. Knowledge]
2. Explain the treatments of news pertaining to the TG and type of region for broadcasting/telecasting an article & NEWS [C.O.2.Evaluation]
3. List out the parts of the camera with a diagram & name them, also give a clear brief about the camera angles [C.O.1. Knowledge]

**Part B [Thought Provoking Questions]**

**Answer any 2 Questions. Each question carries FIVE marks.**

**(2Qx5M=10M)**

4. Explain the process of Premier Pro edits while editing a video with shortcuts [C.O.2. Evaluation]
5. Sketch the tripod for the mounting of the camera with a diagram. [C.O.4. Application]
6. Classify the rules that needs to be followed by a journalist in coverage of an event [C.O.5. Comprehension]

**Part C [Problem Solving Questions]**

**Answer the Questions. Question carries TEN marks.**

**(1Qx10M=10M)**

1. Select a scenario of your choice and write a proper NEWS article with all the journalism elements included which professional journalist should have. [C.O.1. Knowledge]



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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES**

**END TERM EXAMINATION**

**Even Semester:** 2021 - 22

**Course Code:** BAJ 2007

**Course Name:** VISUAL COMMUNICATION & PHOTOGRAPHY

**Program & Sem:** BA (J&MC) & II Sem

**Date:** 1<sup>st</sup> July 2022

**Time:** 1:00 PM to 4:00 PM

**Max Marks:** 100

**Weightage:** 50%

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**Instructions:**

*(ii) Read the all questions carefully and answer accordingly.*

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**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries 02 marks.**

**(10Qx 5M= 50M)**

1. List down five types of image file types used in visual communication.

[ 05 M] (C.O.No.1) [Knowledge]

2. Identify the visual elements which are used to communicate information? What are examples of visual communication?

[05M] (C.O.No.2) [Comprehension]

3. Words alone aren't the best way to communicate. Elaborate on the statement.

[05M] (C.O.No.3) [Comprehension]

4. Briefly explain the importance of visual communication in cinema

[05M] (C.O.No.3) [Comprehension]

5. Discuss the way process in which the information is received and responded to via human sensory Channels?

[05M] (C.O.No.1) [Knowledge]

6. list out the types of Information one gets through human vision? [05 M] (C.O.No.1) [Knowledge]

7. Elaborate on the concept of the Readability of text in visual communication.

[05M] (C.O.No.1) [Comprehension]

8. What information can auditory system convey about our environment? Explain.

[05M] (C.O.No.1) [Knowledge]

9. Suggest ideas for an interface which uses the properties of sound effectively:

[05M] (C.O.No.1) [Comprehension]

10. Explain what non-speech sounds include.

[05M] (C.O.No.2) [Comprehension]

### **Part B [Thought Provoking Questions]**

**Answer all the Questions. Each question carries 10 marks**

**(02Qx10M=20M)**

11. Discuss the importance of post-production in visual communication

[10M] (C.O.No.4) [Comprehension]

12. Differentiate Production vs. Production

[10M] (C.O.No.2) [Comprehension]

### **Part C [Problem Solving Questions]**

**Answer all the Questions. Each question carries 10 marks.**

**(02Qx15M=30M)**

13. Identify the various stages of production and explain them.

[10M] (C.O.No.4) [Evaluate]

14. Explain The 5 Steps to Post Production.

[10 M] (C.O.No.2) [Apply]