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EMPM-104

**M. A. in Electronic Media Production
and Management (MA-EMPM)**

Term-End Examination

December, 2018

EMPM-104 : VISUAL COMMUNICATION

Time : 2 Hours

Maximum Marks : 40

Note : Attempt any *four* questions. All questions carry equal marks.

1. What is design ? Discuss the different elements of design in detail. 2, 8
2. Why is lighting important in photography ? Describe three point lighting with the help of diagrams. 4, 6
3. Draw the structure of a human eye. Describe the basic viewing process. 5, 5
4. What do you understand by composition in photography ? Discuss the different rules of composition. 2, 8

(A-1) P. T. O.

5. What is telephoto lens ? How is it different from wide-angle lens ? Discuss the different uses of telephoto lenses. 2, 4, 4
6. Write short notes on any *two* of the following topics : 5, 5
- (a) Sensual theories of visual communication
 - (b) Photo editing
 - (c) Additive colour model