

**M.A. IN ELECTRONIC MEDIA PRODUCTION
AND MANAGEMENT (MA-EMPM)**

Term-End Examination

00653

June, 2019

EMPM-104 : VISUAL COMMUNICATION

Time : 2 hours

Maximum Marks : 40

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

1. What is three-point lighting ? Describe it in detail with diagrams. 2+8

2. What do you understand by perceptual theories of visual communication ? Discuss any two perceptual theories in detail. 2+8

3. Present the structure of a human eye and compare its functioning with a camera. 5+5

4. Write short notes on the following colour models : 5+5
- (i) Additive Colour Model
 - (ii) Subtractive Colour Model
5. Discuss the different types of lenses used in photography. 10
6. Write short notes on any *two* of the following : 5+5
- (a) Gestalt theory
 - (b) Background light vs Back light
 - (c) DSLR
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