

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc. Agriculture (2014 & Onwards) (Sem-7)
VISUAL AND GRAPHIC COMMUNICATION
Subject Code : BSAG-AEB-701
Paper ID : [75690]

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.
2. SECTION-B contains FIVE questions carrying 2¹/₂ (Two and Half) marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.

SECTION-A

Q1. Write short notes on :

- a. Communication
- b. Web Graphics
- c. CMYK
- d. Print media
- e. Bar Graphs
- f. Multimedia
- g. Copyrights
- h. Power point presentations
- i. Internet
- j. Branding

SECTION-B

- Q2. Comment knowledgeably on graphic communication, as it impacts the environment and society.
- Q3. *“An image is equal to thousand words”*. Comment.
- Q4. What is the importance of journalism in agriculture?
- Q5. What are the characteristics of attractive visuals?
- Q6. How “Photoshop” is helpful in designing visuals and graphics?

SECTION-C

- Q7. Define, describe and evaluate the use of recognized desktop publishing features.
- Q8. Describe, define, and evaluate the use of design elements and principles in promotional graphics
- Q9. *“If you design a newspaper visually you can successfully compete with new media and you can keep a noble old institution - the newspaper – alive”*. Discuss the statement.