

Assignments for Week 3

*Some questions may have multiple correct answers.
Please select multiple correct answers as the case may be.*

1. As per Peirce's model of semiotics, which discipline primarily deals with the relationship between signified and signifier in terms of representation?
 - Syntax
 - Semantics
 - Pragmatics
 - Semiotics

2. In traffic light 'Red = Stop' what is it related to?
 - a. Syntax
 - Semantics
 - c. Pragmatics
 - d. Syntactic error

3. Which Gestalt's law is related to mind's tendency to see regular or complete figures or forms even if it remains visually incomplete?
 - Law of proximity
 - Law of closure
 - Law of continuity
 - Law of completeness

4. Which of the following is true?
 - Humans tend to perceive elements moving in the same direction as being more related than elements that move in different directions.
 - Humans tend to perceive elements moving in different directions as being more related than elements that move in same directions.
 - Humans tend to perceive elements moving in the same direction as being more related than elements that are stationary.
 - Humans tend to perceive elements stationary as being more related than elements that are moving in same direction.

5. Which of the following are NOT Gestalt's laws of perception?
 - Law of closure
 - Law of completeness
 - Law of similarity
 - Law of continuity
 - Law of common form

6. 'Hidden Affordance' exists when:
 - There is no perceptual information and no affordance

- There is no perceptual information but affordance exist
- There is no affordance but there is no perceptual information
- Both perceptual information and affordance exist

7. A false affordance is an apparent affordance that does not have any real _____, meaning that the actor perceives _____ possibilities for action.

Fill in the gaps with correct set of words:

- Function, existent
- Function, nonexistent
- Function, coexistent
- Form, existent
- Form, nonexistent

8. 'Conceptual Model' is deeply relevant to :

- Syntax
- Semantics
- Pragmatics

9. "One of the differences between linguistic and visual metaphor is that for the linguistic both the topic and vehicle is given or suggested, while for the visual vehicle is given with topic withheld often", is this statement:

- True
- False
- True otherway around
- False otherway around

10. To comprehend, construct and convey literal and metaphoric meaning in visual forms which discipline is to be taught primarily?

- Visual Arts
- Visual Ophthalmology
- Visual Cybernatics
- Visual Design

11. Through which method emotional and imaginative association surrounding a word is expressed?

- Connotation
- Denotation
- None of the above
- Both

12. The connotative meaning does not exists with denotative meaning, this statement is:

- True
- False