

St Joseph's University, Bengaluru
School of Communication and Media Studies
St Joseph's University Entrance Test (SJUET) – March 2026
BA Visual Communication

This is some basic material for your reading and viewing. Please read/ view it critically; spend time and energy to reflect on it. Know what you consume! This will form the basic material for your examination.

In addition, there will be questions from current affairs, general knowledge of the world around, and more specifically from the general domain of communication and mass media.

Part A

Reading material- Links

Read the following articles.

Article 1: What Are Car Liveries and What Are Their Commercial and Practical Applications?

Link: <https://www.motorbiscuit.com/car-liveries-commercial-practical-applications/>

Article 2: Maria Svarbova

Link: <https://www.mariasvarbova.com/swimmingpool-gnkl>

Article 3: A Brief Guide to Children's Book Design

Link: <https://www.ooliganpress.com/a-brief-guide-to-childrens-book-design/>

Article 4: The basics of photography composition

Link: <https://www.adobe.com/in/creativecloud/photography/discover/photo-composition.html#:~:text=What%20is%20photo%20composition%3F,easy%2C%20yet%20it%27s%20anything%20but>

Article 5: Sound Editing vs Sound Mixing — What's the Difference?

Link: <https://www.studiobinder.com/blog/sound-editing-vs-sound-mixing/>

I. Watch the following videos.

Video 1: *Piper*

Link: <https://www.youtube.com/watch?v=iR-JFks6uI0>

Video 2: CGI vs VFX vs SFX — What's the Difference and Why It Matters

Link: <https://www.youtube.com/watch?v=Pok6EN3cfA4>

Video 3: Color Theory in Film — Color Psychology for Directors

Link: <https://www.youtube.com/watch?v=IINVnA3rVIE>

Video 4: 5 Camera Angles Every Director Must Know

Link: <https://www.youtube.com/watch?v=nfHvSnILX10>

Video 5: How Apple and Nike have branded your brain

Link: <https://www.youtube.com/watch?v=4eIDBV4Mpek>

Part B. Current affairs and Program aptitude questions:

Current affairs and knowledge related to the program will be tested on the day of the exam on-the-spot. You need to keep up with the current affairs on your own.

Part C. Language, Grammar, and logical reasoning:

Language, grammar, and logical reasoning questions will be asked on the day of the exam

on-the-spot. Brush up your language, grammar and reasoning skills!