

**St Joseph's University, Bengaluru**  
**School of Communication & Media Studies**  
**B.A. Visual Communication**  
**Study Material for the Entrance Test (SJUET) – May 2025**

*This is the 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: Subject related**

**I. Watch the following videos.**

1. The 7 types of logos you need to know (and how to use them!)  
Link: [https://www.youtube.com/watch?v=mKNAWeKIMfo&ab\\_channel=99designs](https://www.youtube.com/watch?v=mKNAWeKIMfo&ab_channel=99designs)
2. Ride like a Hyderabaddie ft. Travis Head - Uber Moto | Uber  
Link: [https://www.youtube.com/watch?v=E1SUyB5bnIo&ab\\_channel=Uber](https://www.youtube.com/watch?v=E1SUyB5bnIo&ab_channel=Uber)
3. Flipkart SASA LELE is HERE | Sale Nahi Dugna Sale | Starts 2nd MAY  
Link: [https://www.youtube.com/watch?v=DC-GFfn68Pg&ab\\_channel=Flipkart](https://www.youtube.com/watch?v=DC-GFfn68Pg&ab_channel=Flipkart)
4. Graphic Design Trends 2025  
Link: [https://www.youtube.com/watch?v=vJ3FEKEKhdo&ab\\_channel=DesignSense](https://www.youtube.com/watch?v=vJ3FEKEKhdo&ab_channel=DesignSense)
5. Home of My Memories / Award winning animation short /A heartwarming Story  
Link: [https://www.youtube.com/watch?v=kt53PURzC80&ab\\_channel=KukariAnimationStudio](https://www.youtube.com/watch?v=kt53PURzC80&ab_channel=KukariAnimationStudio)

**II. Read the following articles.**

6. 15 Best Anime Art Styles Of All Time, Ranked  
Link: <https://www.cbr.com/best-anime-art-styles/>
7. People Love Studio Ghibli. But Should They Be Able to Recreate It?  
Link: <https://www.nytimes.com/2025/03/27/style/ai-chatgpt-studio-ghibli.html>
8. Portrait of amputee Palestinian boy from Gaza wins World Press Photo award  
Link: <https://www.aljazeera.com/amp/news/2025/4/17/portrait-of-amputee-palestinian-boy-from-gaza-wins-world-press-photo-award>
9. Amul hits of 2025  
Link: <https://www.amul.com/m/amul-hits?s=2025>
10. Why Disney's Snow White Remake Is Creating Controversy  
Link: <https://time.com/7267440/snow-white-disney-rachel-zegler-gal-gadot/>

**Part B. Current Affairs and Program Aptitude Questions:**

In addition, your current affairs and general knowledge relating to the program and our day-to-day world will be tested on day of the test. There is no specific, prescribed “syllabus” for this. You need to be up-to-date with the events/ news in the current world.

**Part C. Language, Grammar, and logical reasoning:**

Language, grammar, and logical reasoning questions will be part of the entrance test. Hence, please be prepared for the unexpected.