

St Joseph's University, Bengaluru
School of Communication and Media Studies
St Joseph's University Entrance Test (SJUET) – April 2026
B.A. 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.

Watch the following videos:

1. [Visual Communication - What is it and why is it important?](#)
2. [Brief History of the Renaissance | 5 MINUTES](#)
3. [The Power of Photography to Celebrate | Nat Geo Live](#)
4. Psychology Behind UI/UX Design: <https://www.youtube.com/watch?v=fdXI9yznzz8>
5. [How to Stop AI from Killing Your Critical Thinking | Advait Sarkar | TED](#)

Read the following articles:

1. Photography: The Universal Language
[Introduction to Photography: The Universal Language](#)
2. Non-Verbal Communication
[What is Non-Verbal Communication? — updated 2026 | IxDF](#)
3. Keepin' it Reel: Investigating how Short Videos on TikTok and Instagram Reels Influence View Change
<https://dl.acm.org/doi/fullHtml/10.1145/3627508.3638341>
4. Film Editing
[What is Film Editing — Editing Principles & Techniques Explained](#)
5. Color Psychology
[Color Psychology Effects & Meaning: Psychological Insights](#)

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.

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.