

Enrolment No. _____

SARVAJANIK UNIVERSITY

K

S-2025 Date: 22-05-25 Time: 01:30 PM to 03:30 PM
Backlog Exam

5

BVA II - SEMESTER- III EXAMINATION

Course Code: BVVA10304

Total Marks: 60

Course Name: Philosophy of Arts- I

Instructions:

1. Theory of Graphics Design students please attempt question number 04 & 05 (60 Marks) and Psychology students please attempt question number 01 & 03 (60 Marks)
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q-1 Write short note on any two (20 Marks)

- 1) Sensation
- 2) Perception
- 3) Emotions
- 4) Motivation

Q-2 Define Learning. Write a short note on operant conditioning, and explain its process with an example. (Figure not required)

OR (20 Marks)

Explain the following concepts: Insight Learning and Trial and Error Learning.

Q-3 What is Psychology? Write about the psychodynamic school of thought.

OR (20 Marks)

Explain in brief - any 3 approaches to psychology.

Q-4 Answer the following as instructed.

Marks: 20

MCQs (05 Marks)

1. What is the primary goal of graphic design in branding and marketing?
 - a) To create visually appealing artwork
 - b) To showcase the designer's creativity
 - c) To communicate messages effectively
 - d) To prioritize complex designs over simplicity
2. Which design principle emphasizes creating a clear path for the viewer's eye to follow through the design?
 - a) Symmetry
 - b) Contrast
 - c) Rhythm
 - d) Movement

1. Explain the significance of the Lascaux Cave Paintings in the context of prehistoric communication.
2. How did the invention of the movable type printing press impact the spread of knowledge and information?

Q-5 [A] Answer the following in short. (2 Marks each)

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Large Initial Capitals (Incipits) 2. Drop Cap 3. Red Letter Edition 4. Cuneiform 5. Margins and Marginal Notes 6. Ligatures 7. Rubrication 8. Verse and Chapter Numbers 9. Folio 10. Typography | <ol style="list-style-type: none"> a) Page number of a book b) Use of red ink for certain elements c) Capital letter at the beginning of a paragraph d) Printing Jesus' words in red ink e) Decorative initial letter at the start of a verse f) Wider spaces for reader annotations g) Joining two or more letters as a single character h) Dividing text into chapters and numbering verses i) Ancient writing system using symbols j) Techniques of arranging type for legibility |
|---|--|

B

A

Match the following (10 Marks)

- | |
|---|
| <ol style="list-style-type: none"> 1. The full name of Art Deco is _____. 2. Chromolithography is a method for making _____ prints. 3. _____ elements are strategically placed in designs to prompt users to take a specific action, such as clicking a button. 4. In advertising, graphic design helps establish a strong brand _____ that distinguishes a brand from competitors. 5. First thing printed by Gutenberg's printing press was the _____ |
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Fill Ups (5 Marks)

- | | |
|--|---|
| <ol style="list-style-type: none"> 3. What is the primary goal of a TVC ad? 4. The term "brand loyalty" refers to: 5. A visual symbol that combines initials or letters to form a single unique design is known as: | <ol style="list-style-type: none"> a) To provide detailed product specifications b) To entertain and engage the audience c) To display a list of customer reviews d) To present a lengthy narrative a) The act of creating a new brand b) A brand's recognition in the market c) Customer preference for a particular brand over others d) The process of rebranding a) Glyph b) Ligature c) Emblem d) Monogram |
|--|---|

3. What role does branding play in modern graphic design?
4. Give four examples of monogram logos (name the brands).
5. How does the use of serifs and sans-serif fonts impact the readability of text?

[B] Answer the following

1. Discuss the evolution of written language? What were the key characteristics of each writing system and their contributions to graphic design? (5 marks)
2. How did art movements/ organizations like Bauhaus, Art Deco, pop-art contributed to the development of modern graphic design principles?. (5 marks)
3. How do the graphic design approaches of the Wiener Werkstätte and the Bauhaus movement differ from each other?. (10 marks)
4. What is the significance of verbal and nonverbal communication in graphic design, and how can you illustrate their importance with appropriate examples?. (5 marks)
5. What is the purpose of graphic designing? (5 marks)

