

Enrolment No. _____

SARVAJANIK UNIVERSITY

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S-2025 Date: 30-04-25 Time: 01:30 PM to 03:30 PM
Regular / Backlog Exam

BVA-II - SEMESTER- IV EXAMINATION

Course Code: BVVA10404

Total Marks: 60

Course Name: Philosophy of Arts- II (Indian Aesthetics- I/Theory of Graphic Design-II)

Instructions:

1. Theory of Graphics Design students please attempt question number 05 to 06 (60 Marks) and Indian Aesthetics students please attempt question number 01 to 04 (60 Marks)
2. Attempt all questions.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

Q-1 Fill in the Blanks.

(10 Marks)

- 1) Natyashashtra was written by _____.
- 2) In _____ text there is a conversation between Sage Markandeya and Vajra?
- 3) Abanindranath Tagore wrote a detail note on _____.
- 4) Rupa means _____ and Bheda means _____.
- 5) Infusion of grace and artistic quality known as _____.

Q-2 Describe conversation about "Chitra- sutra" between Sage Markandeya and Vajra.

OR

(15 Marks)

"All arts are interrelated" describe this state with appropriate example.

Q-3 Describe Six Limbs of painting discussed by Abanindranath Tagore.

OR

(20 Marks)

Write a note on evolution of aesthetics in Natyashashtra.

Q-4 Draw a Composition which explain your understanding of Shadanga.

OR

(15 Marks)

Describe about Subjective beauty and Objective beauty.

Q-5 MCQs.

Marks:15

1. What is the primary role of symbols in graphic design?
 - a) To represent concrete objects realistically
 - b) To communicate abstract concepts visually
 - c) To create expressive designs
 - d) To simplify representations of items
2. What does the lotus flower symbolize in Indian culture?
 - a) Fertility and prosperity
 - b) Peace and divine beauty
 - c) Death and destruction
 - d) Ignorance and death
3. Which design principle focuses on arranging visual elements on a grid to convey a specific message?
 - a) Contrast
 - b) Repetition
 - c) Proximity
 - d) Layout
4. What is the purpose of alignment in typography?
 - a) Creating emphasis
 - b) Adjusting space between letters
 - c) Arranging text vertically
 - d) Ensuring visual consistency
5. What is the significance of the olive branch as a symbol?
 - a) Fertility and prosperity
 - b) Peace and humanity
 - c) Royal authority and strength
 - d) Death and destruction
6. What does the use of complementary colors create in graphic design?
 - a) Harmony
 - b) Contrast
 - c) Repetition
 - d) Balance
7. What is the primary purpose of typography in visual communication?
 - a) To create expressive designs
 - b) To arrange letters and text legibly and clearly
 - c) To design symbols and icons
 - d) To represent concrete objects realistically
8. What is the purpose of tracking in typography?
 - a) Adjusting space between letters
 - b) Adjusting space between lines of text
 - c) Adjusting font size
 - d) Aligning text to a grid

9. What does the use of white space contribute to in graphic design?
- a) Emphasis
 - b) Contrast
 - c) Repetition
 - d) Balance
10. What is the primary role of hierarchy in visual communication?
- a) Creating emphasis
 - b) Arranging elements on a grid
 - c) Establishing visual consistency
 - d) Ensuring legibility
11. What design principle emphasizes the use of similar visual elements to create consistency in a layout?
- a) Contrast
 - b) Repetition
 - c) Proximity
 - d) Alignment
12. Which floral symbol is commonly associated with mourning and grief?
- a) Lotus
 - b) Rose
 - c) Lily
 - d) Sunflower
13. What design principle involves the use of varying sizes, shapes, and colors to create visual interest?
- a) Balance
 - b) Proportion
 - c) Movement
 - d) Variety
14. Which color scheme involves using shades of a single color?
- a) Monochromatic
 - b) Analogous
 - c) Complementary
 - d) Triadic
15. What is the purpose of the "rule of thirds" in composition?
- a) To divide the layout into equal sections
 - b) To create balance and symmetry
 - c) To guide the placement of key elements along imaginary lines
 - d) To emphasize the central focal point of the design

Q-6 . Answer the following.

Marks: 45

1. Explain the terms Kerning, leading, tracking and ligature (5 marks)
2. Explain the principles of layout in short (5 Marks)
3. Analyze the evolution of poster design, referencing examples/ Explore key movements, styles, and technological advancements that have influenced poster design over time. Give proper examples for the same (10 marks)
4. Discuss 7 contrasts of typography with examples. (15 marks)
5. Explain the principles of screen printing and its development as a versatile printing technique. How does screen printing work, and what are its applications in various industries? (10 marks)

