

## SARVAJANIK UNIVERSITY

S-2025	Date: 30-04-25 Time: 01:50 PM to 05:50 PM Regular / Backlog Eram	2

Visual Arts - SEMESTER- IV EXAMINATION

**Course Code: BVVA22404** 

**Total Marks: 25** 

Course Name: Philosophy of arts-(Indian Aesthetics/ Theory of Graphic Design)

**Instructions:** 

1. Attempt all questions.

2. Make suitable assumptions wherever necessary.

3. Figures to the right indicate full marks.

4. Indian aesthetics students attempt Q-1 to 4 (25 Marks) and Graphic Design students attempt Q-5 to 07 (25 Marks)

<b>Q</b> 1.	Write a correct answers of the following.	05 Marks
ŲI.	a) According to Indian Aesthetics, how many basic emotions or Rasas are there?  1) 6 3) 12 2) 8 10) 10  b) Aligory and hyperbole are 1) Shabdalankara 3) Guna 2) Arthalankara 4) Dosha  c) c) Theory of Dhwani introduce by 1) Abhinavgupta 3) Vamana 2) Dandin 4) Anandavardhana  d) Which Rasa in Indian Aesthetics is associated with the emotion of disgust or repulsion?	US IVIAIRS
	1) Vismaya 3) Bibhatsya 2) Adbhuta 4) Karuna	
	e) According to Vamana Riti has all the ten Gunas.	
	1) vaidarbhi 3) Gaudi	
	2) Panchali 4) None of these	
Q.2	Answer the following Short Question. (Any One)	06 Marks
	a) Sthayi bhavas corresponding to each Rasa describe their Name with appropriate Painting or Sculpture examples.	
	OR	

	b) Write a note on Theory of Riti.	
Q.3.	Answer the following Long Question. (Any One)	10 Marks
	a) Write a descriptive note on Alamkara with appropriate examples.	
	OR	
	b) Explain Dhwani theory with the view of different scholars.	
Q.4.	Write short answers.(Any Two)	04 Marks
	1) What is Kavi antargat Bhava?	
	2) Write five names of Vyabhichari Bhavas.	
	3) Write Rasa sutra.	
	4) The word rasa was borrowed from which Veda by Bharat?	
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Q.5	Match the following:	10 Marks
	A. Nike logo 1. Primary colour	
	B. Fedex logo 2. Mascot logo	
	C. Apple logo 3. Wordmark	
	D. Pillsbury logo 4. Abstract mark	
	E. Red colour 5. Secondary colour	1
	F. Green colour 6. Symbol or pictorial mark	
	G. Poppins 7. Space between letters in a word	
	H. Baskerville 8. Space between two letters	1 7
	I. Kerning 9. Serif Typeface	
	J. Tracking 10. San serif Typeface	
Q.6	Answer the following Question.	5 marks
	Name any 5 colour schemes	
<b>Q.</b> 7	Answer the following Long Question. (Any One)	10 marks
	a. Write attitudes of graphic design?  OR	
	a. Write attributes of graphic design?	