

Enrolment No. _____

SARVAJANIK UNIVERSITY

S-2024 Date: 19-04-24 Time: 01:30 PM to 04:30 PM

Backlog Exam

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 03 to 06 (60 Marks) and Psychology students please attempt question number 01 & 02 (60 Marks)
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q-1 Answer the following. (Each -10 marks)

1. Define what is psychology? Write and elaborate on the goals of psychology. (10)
2. Explain in brief - any 3 approaches to psychology. (10)

OR

Explain the following concepts:

- a. Insight Learning
- b) Trial & Error Learning

Q-2 Answer the following. (Each 20 Marks)

1. Define Learning. Write a short note on operant conditioning and explain its process with an example. (Figure not required) (20)
2. What is memory? Explain in brief any 2 theories of memory. (20)

OR

Explain the concepts of sensation, transduction and perception in detail. Give an example of one sensory organ.

Q-3 MCQs

1. The Sumerians are credited with inventing:
 - a) The printing press
 - b) Hieroglyphics
 - c) Cuneiform script
 - d) The alphabet
2. What is the primary goal of a TVC ad?
 - 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

3. What is the primary purpose of using organic forms in design?
 - a) To convey order and structure
 - b) To evoke feelings of nostalgia
 - c) To add a touch of randomness and naturalness
 - d) To create a futuristic and technological vibe
4. A visual symbol that combines initials or letters to form a single unique design is known as:
 - a) Glyph
 - b) Ligature
 - c) Emblem
 - d) Monogram
5. Egyptian hieroglyphics were mainly used for:
 - a) Trade records
 - b) Holy texts
 - c) Personal diaries
 - d) Medical prescriptions
6. 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
7. What is the primary goal of a TVC ad?
 - 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
8. The term "brand loyalty" refers to:
 - 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
9. 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
10. The concept of serifs and the use of thick and thin strokes were introduced in graphic design by:
 - a) Egyptians
 - b) Greeks
 - c) Romans
 - d) Sumerians

Q-4 Match the Following

(10)

- | | |
|----------------------|--|
| 1. Cave Paintings | a) Movement that merged art with industry in the 20th century |
| 2. Cuneiform | b) Technique allowing color printing on a variety of surfaces. |
| 3. Bauhaus | c) Ancient form of visual storytelling through imagery. |
| 4. Chromolithography | d) Earliest agency of graphic design. |
| 5. Wiener Werkstätte | e) Early writing system using wedge-shaped characters. |

Q-5 Answer the Following Questions

(20)

1. Explain the key changes and innovations introduced by the Romans in shaping the alphabet we use today. (5 marks)
2. Explain the importance of verbal and nonverbal communication in graphic design with appropriate examples. (5 marks)
3. Name four brands that employ a monogram logo in their visual identity. (5 marks)
4. What would be the world without graphic designing? (5 marks)

Q-6 Answer the Following Questions

(20)

1. Compare and contrast the graphic design approaches of the Wiener Werkstätte and the Bauhaus movement. (10 marks)
2. Describe the significance of cave paintings, with examples in understanding prehistoric communication methods. How did these paintings provide insights into the lives of ancient humans? (10 marks)