<b>Enrolment</b>	No.

## SARVAJANIK UNIVERSITY

S-2024 Date: 18-04-24 Time: 09:30 AM to 12:30 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 04 to 06 (60 Marks) and Indian Aesthetics students please attempt question number 01 to 03 (60 Marks)
- 2. Attempt all questions.
- 3. Make suitable assumptions wherever necessary.
- 4. Figures to the right indicate full marks.
- Q-1 a) Describe Six Limbs of painting discussed by Abanindranath Tagore. (10)
  - b) Draw a Composition which explain your understanding of Shadanga. (10)
- Q-2 "All arts are interrelated" describe this state with appropriate example. (15)
- Q-3 a) Write any three answer shortly.

(15)

- 1) What is Subjective beauty and Objective beauty?
- 2) What was the first question asked by Vajra to sage Markandeya? And in which text?
- 3) Who wrote Natyashashtra? And what is it about?
- 4) Write a Verse of Shadanga.
- 5) Write an evolution of aesthetics in Natyashashtra.

## b) Match the following

(10)

		5	
1)	Natyashashtra	Sadrisyam	
2)	Shadanga	Grace	

3) Vishnudharmotarpuran Bharata

4) Lavanya Yojanam Sage Markandeya- Vajra

5) Similitude Abanindtanath Tagore

1.	what is the primary role of syl	unois in graphic design?		
	<ul> <li>a) To represent concrete</li> </ul>	c) To create expressive		
	objects realistically	design		
	b) To communicate abstract	d) To simplify representations		
	Concepts visually	of item		
2.	What does the lotus flower symbolize in Indian culture?			
	a) Fertility and prosperity			
	b) Peace and divine beauty	d) Ignorance and death		
3.	Which design principle focuses on arranging visual elements on a grid to convey a specific message?			
	a) Contrast	c) Proximity		
	b) Repetition	d) Layout		
4.	What is the purpose of alignment in typography?			
	a) Creating emphasis	c) Arranging text vertically		
	b) Adjusting space between let	tters d) Ensuring visual consistency		
5.	What historical movement influenced the Art Nouveau style in graphic design?			
	a) Renaissance	b) Industrial Revolution		
	c) Romanticism	d) Baroque		
6.	Which color scheme involves using shades of a single color?			
	a) Monochromatic	b) Analogous		
	c) Complementary	d) Triadic		
7.	What role did posters play in visual communication during World War II?			
	a) Promoting peace and unity	b) Spreading propaganda		
	c) Supporting local businesses	d) Encouraging artistic expression		
8.	What does the use of complementary colors create in graphic design?			
	a) Harmony	b) Contrast		
	c) Repetition	d) Balance		
9.		f typography in visual communication?		
	a) To create expressive designs	c) To design symbols and icons		
	b) To arrange letters and text	d) To represent concrete objects		
	legibly and clearly	realistically		

	10. Which animal symbolizes wisdom and	d intelligence in various cultures?			
	a) Lion	c) Owl			
	b) Dove	d) Bull			
	11. What is the purpose of the "rule of th	nirds" in composition?			
	a) To divide the layout into	c) To guide the placement of key			
	equal sections	elements along imaginary lines			
	b) To create balance and symmetry point of the design	d) To emphasize the central focal			
	12. What is the purpose of tracking in typ	oography?			
	a) Adjusting space between letters	c) Adjusting font size			
	b) Adjusting space between lines of te	ext d) Aligning text to a grid			
	13. What does the use of white space cor	. What does the use of white space contribute to in graphic design?			
	a) Emphasis	c) Repetition			
	b) Contrast	d) Balance			
	14. What is the primary role of hierarchy in visual communication?				
	<ul><li>a) Creating emphasis</li></ul>	c) Establishing visual consistency			
	b) Arranging elements on a grid	d) Ensuring legibility	•		
	15. What is the purpose of alignment in t	sypography? Adjustine font size			
	a) Creating emphasis Adjusting Spuce b	petwern c) A <del>rranging text vertically</del>			
	b) Adjusting space between letters.	d) Ensuring visual consistency			
Q-5 A	nswers the Questions. (5 Marks Each)	(15)			
1. 2.	from different cultures and explain their mean	oles. in graphic design. Choose two animal symbols nings and usage in design. Provide examples o			
2	references to illustrate their symbolism.	nd ligature			
3.	Explain the terms Kerning, leading, tracking ar	no ngature			
Q-6 A	nswers the Questions. (10 Marks Each)	(30)			
1.	Explore key movements, styles, and technolog design over time. Give proper examples for the	gical advancements that have influenced postenees same.	er		

2. 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?

3. Explain in detail the principles of layout.