

Enrolment No. _____

SARVAJANIK UNIVERSITY

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S-2024 Date: 15-07-24 Time: 01:30 PM to 04:30 PM

Remedial 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 Answers the Questions.

(10)

1. Who wrote Natyashashtra?
2. Who wrote six canons of Art?
3. What is beauty?
4. In which text there is a conversation between Sage Markandeya and Vajra?
5. Write a Verse of Shadanga.

Q-2 Write a note on evolution of aesthetics in Natyashashtra and interrelationship of Arts.

OR

(15)

Write a descriptive note on Shadanga with appropriate examples.

Q-3 a) Describe about Subjective beauty and Objective beauty.

(15)

b) Draw a Composition which explain your understanding of Shadanga and explain it.

(10)

Q-4 Describe conversation of Art between Sage Markandeya and Vajra.

(10)

Q-5 Answer the following

[A] MCQs

(15)

1. What is the primary difference between icons and symbols?
 - a) Icons represent concrete objects, while symbols represent abstract concepts.
 - b) Icons are always universally understood, while symbols are culturally specific.
 - c) Icons rely on color and shape for identification, while symbols do not.
 - d) Icons are expressive, while symbols are realistic.

2. What does the dove with an olive twig in its beak symbolize?

- a) Fertility and prosperity
- b) Peace and humanity
- c) Royal authority and strength
- d) Death and destruction

3. Which design principle emphasizes creating emphasis in visual communication?

- a) Hierarchy
- b) Contrast
- c) Repetition
- d) Balance

4. What is typography?

- a) The art of arranging symbols
- b) The art of arranging letters and text
- c) The study of animal symbols
- d) The study of floral symbols

5. Which animal symbolizes royalty, strength, and courage?

- a) Dove
- b) Bull
- c) Lion
- d) Owl

6. What brings Indian-ness in logos?

- a) Morphankh
- b) Yin and Yang
- c) Caduceus
- d) Eye of Horus

7. What is the significance of the lotus flower in Indian culture?

- a) Purity and divine beauty
- b) Fertility and prosperity
- c) Death and destruction
- d) Ignorance and death

8. Which historical movement influenced the Art Nouveau style in graphic design?

- a) Renaissance
- b) Baroque
- c) Industrial Revolution
- d) Romanticism

9. What role did newspapers play in visual communication during the World War II era?

- a) Spreading propaganda
- b) Promoting peace and unity
- c) Supporting local businesses
- d) Encouraging artistic expression

10. What is the purpose of leading in typography?

- a) Adjusting space between letters
- b) Adjusting space between lines of text
- c) Adjusting space throughout a word
- d) Adjusting font size

11. What design principle focuses on arranging visual elements on a grid to convey a specific message?

- a) Contrast
- b) Repetition
- c) Proximity
- d) Layout

12. What does the use of complementary colors create in graphic design?

- a) Harmony
- b) Contrast
- c) Repetition
- d) Balance

13. Which animal symbolizes wisdom and intelligence in various cultures?

- a) Lion
- b) Dove
- c) Owl
- d) Bull

14. What is the role of alignment in typography?

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|------------------------------------|--------------------------------|
| a) Creating emphasis | c) Arranging text vertically |
| b) Adjusting space between letters | d) Ensuring visual consistency |

15. What is the purpose of kerning in typography?

- | | |
|--|----------------------------|
| a) Adjusting space between letters | c) Adjusting font size |
| b) Adjusting space between lines of text | d) Aligning text to a grid |

[B] Answers the Questions. (5 Marks each)

(15)

1. Discuss the role of typography in visual communication. Provide examples of how typography can convey emotions, messages, and branding in graphic design.
2. Explore the significance of animal symbolism in graphic design. Choose two animal symbols from different cultures and explain their meanings and usage in design. Provide examples or references to illustrate their symbolism.
3. Discuss the effectiveness of newspaper as an advertising medium. Provide examples of iconic newspaper advertisements or editorial designs to support your discussion.

Q-6 Answers the Questions. (10 Marks each)

(30)

1. Explore key movements, styles, and technological advancements that have influenced poster design over time. Give proper examples for the same.
2. Discuss 7 contrasts of typography with examples.
3. Explain in detail the principles of layout.

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