

Enrolment No. _____

SARVAJANIK UNIVERSITY

W-2024 Date: 22-11-24 Time: 13_30 pm - 15_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 04 to 06 (60 Marks) and Psychology students please attempt question number 01 & 03 (60 Marks)
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q-1 Write descriptive answers. (30 Marks)

a) Write about the history of Psychology.

OR

Write about any four schools of thoughts in psychology.

b) What is memory? Explain in brief any 2 theories of memory.

OR

What is the Gestalt school of psychology? Explain its 6 principles. How can you apply these principles in other areas of life?

Q-2 Write short note on any two (10 Marks)

- 1) Trial and Error Learning
- 2) Concept of Sensation
- 3) Insight Learning
- 4) Perception

Q-3 What are Emotions?

OR

What is Motivation?

(20 Marks)

Q-4 [A] MCQs (10 Marks)

1. Which software is widely used in graphic design for creating vector-based illustrations?
a) Photoshop b) Illustrator
c) InDesign d) Premiere Pro
2. 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

[B] Fill Ups (5 Marks)

1. Johannes Gutenberg's printing press allowed for the mass production of books using _____ type.
 2. The use of _____ in design can create a sense of movement and fluidity.
 3. _____ elements are strategically placed in designs to prompt users to take a specific action, such as clicking a button.
 4. The movable type printing press revolutionized _____ communication by enabling the efficient production of books and documents.
 5. _____ developed the first known movable type system for printing.
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3. The Sumerians are credited with inventing:
 - a) The printing press
 - b) Hieroglyphics
 - c) Cuneiform script
 - d) The alphabet
 4. Egyptian hieroglyphics were mainly used for:
 - a) Trade records
 - b) Holy texts
 - c) Personal diaries
 - d) Medical prescriptions
 5. 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
 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 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
 8. 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
 9. 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
 10. 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

[C] Match the following (5 Marks)

- | | |
|----------------------|---|
| 1. Cave Paintings | a) Visual representation of a brand's essence |
| 2. Cuneiform | b) First graphic design agency |
| 3. Typography | c) Ancient writing system using symbols |
| 4. Wiener Werkstätte | d) Techniques of arranging type for legibility and aesthetics |
| 5. Brand Identity | e) Prehistoric visual communication through art |

Q-5 Answer in Detail (40 Marks)

- 1. 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? (5 marks)**
- 2. Explain the key changes and innovations introduced by the Romans in shaping the alphabet we use today. (5 marks)**
- 3. Compare and contrast the graphic design approaches of the Wiener Werkstätte and the Bauhaus movement. (10 marks)**
- 4. Explain the importance of verbal and nonverbal communication in graphic design with appropriate examples. (5 marks)**
- 5. What would be the world without graphic designing? (10 marks)**
- 6. How did the ability to print in color change the way visual information was presented and communicated to the masses? (5 marks)**