

Enrolment No. _____

SARVAJANIK UNIVERSITY

W-2024 Date: 22-11-24 Time: 13_30 pm - 15_30 pm

Backlog Exam

BVA - SEMESTER– IV EXAMINATION

Course Code: BVVA22304

Total Marks: 25

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

Instructions:

1. Theory of Graphics Design students please attempt question number 04 to 06(25 Marks) and Indian Aesthetics students please attempt question number 01 to 03 (25 Marks)
2. Attempt all questions.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

Q-1 (A) Choose the correct answers.

(05 Marks)

Q-1	Who wrote Natyashashtra?
A	Bharthruhari
B	Dandin
C	Bharat
D	Bhargav

Q-2	How many limbs/Canons were discussed by Abnindranath Tagore?
A	8
B	12
C	9
D	6

Q-3	'Hsie Ho' author, whose theory is similar to 'Shadang' belongs to which country?
A	Korea
B	China
C	Japan
D	Nepal

Q-4	In 'Nanu janani bhidanti' – Janan means what?
A	Perceiving faculty of Mind
B	Perceiving faculty of soul
C	Perceiving faculty of physical body
D	Perceiving faculty of intellectual body

Q-5	'Lavanya' is symbol of _____.
A	Sentiment and emotion
B	Purity
C	Dignity and Grace
D	Honesty and Vitality
Q-6	Artistic manner of using brush and color is called?
A	Sadrishyam
B	Lavanya
C	Rupabheda
D	Varnikabhanga
Q-7	Select correct sequence of elements as described six limbs of art.
A	Rupabheda, Pramana, Bhava, Lavanya
B	Rupabheda, Bhava, Lavanya, Pramana
C	Pramana, Rupabheda, Bhava, Lavanya
D	Lavanya, sadrishya, Rupabheda, Bhava
Q-8	What is 'Pramatri chaitanya'?
A	Perceiving faculty
B	Measuring faculty and sense of proportion
C	Sentiments
D	Diversity of forms
Q-9	Natyashashtra is divided into _____ chapters.
A	33
B	36
C	37
D	35
Q-10	Brahma choose verses from which veda?
A	Rigaveda
B	Samaveda
C	Atharvaveda
D	Yajurveda

(B) Match the following

(5 Marks)

- A**
- 1) Rupabheda
 - 2) Bomgarten
 - 3) Natyaveda
 - 4) Sadrishyam
 - 5) Vishnudharmottarapuram

- B**
- German Philosopher
Similitude
Difference of Form
Vajra & Markandey
Brahma

Q-2 "All arts are interrelated" describe this state with appropriate example.

OR

(07 Marks)

Write your understanding about Nature of Art & Nature of Appriciation.

Q-3 Describe Six Limbs of painting discussed by Abanindranath Tagore.

(08 Marks)

Q-4 Answer the following as instructed.

(10 Marks)

MCQs (05 Marks)

1. 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
2. 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
3. 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
4. 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
5. 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

Q-5 Fill Ups (05 marks)

1. The full name of Art Deco is _____.
2. Chromolithography is a method for making _____ prints.
3. _____ elements are strategically placed in designs to prompt users to take a specific action, such as clicking a button.
4. In advertising, graphic design helps establish a strong brand _____ that distinguishes a brand from competitors.
5. First thing printed by Gutenberg's printing press was the _____.

Q-6 [A] Answer the following in short.

(Marks 05)

1. Explain the significance of the Lascaux Cave Paintings in the context of prehistoric communication.
2. How did the invention of the movable type printing press impact the spread of knowledge and information?
3. What role does brand play in modern graphic design?
4. Give four examples of monogram logos (name the brands).
5. How does the use of serifs and sans-serif fonts impact the readability of text?

[B] Answer the following. (any two)

(Marks 10)

1. Discuss the evolution of written language? What were the key characteristics of each writing system and their contributions to graphic design?
2. How did art movements/ organizations like Bauhaus, Art Deco, pop-art contributed to the development of modern graphic design principles?
3. How do the graphic design approaches of the Wiener Werkstätte and the Bauhaus movement differ from each other?