

Enrolment No. \_\_\_\_\_

**SARVAJANIK UNIVERSITY**

W-2024 Date: 26\_03\_2025

09\_30 am to 11\_30 am

Remedial/Re-Exam

**BVA -II SEMESTER– III EXAMINATION**

Course Code: BVVA22304

Total Marks: 25

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 (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) Fill in the Blanks.**

**(05)**

1. Natyashashtra was written by \_\_\_\_\_.
2. In \_\_\_\_\_ text there is a conversation between Sage Markandeya and Vajra?
3. Abanindranath Tagore wrote a detail note on \_\_\_\_\_.
4. Rupa means \_\_\_\_\_ and Bheda means \_\_\_\_\_.
5. Infusion of grace and artistic quality known as \_\_\_\_\_.
6. "Shadanga" is also known as \_\_\_\_\_.
7. "Hsie Ho" author, whose theory is similar to 'Shadanga' belongs to which country?  
\_\_\_\_\_
8. How many arts are inter-related? \_\_\_\_\_
9. German philosopher Baumgarten in \_\_\_\_\_ Century talked about Aesthetics as a branch.
10. Who wrote Natyaved? \_\_\_\_\_

**(b) Match the Following.**

**(05)**

A	B
1) Chitrasutra	Measuring faculty and sense of proportion
2) Pramatri Chaitanya	Vishnudharmottarpuran
3) Nanu Janani Bhidanti	Emotions
4) Sadrishyam	perceiving faculty of Mind
5) Bhava	Similitude

**Q-2 Describe Six Limbs of painting discussed by Abanindranath Tagore.**

**OR**

**(07)**

**Write a note on evolution of aesthetics in Natyashashtra and interrelations in different Arts.**

**Q-3 Describe conversation about “Chitra- sutra” between Sage Markandeya and Vajra.**

**OR**

**(08)**

**Draw a Composition which explain your understanding of Shadanga.**

**Q-4 Answer the following as instructed.**

**(10)**

**1. Match the following (05)**

**A**

**B**

- |                      |  |
|----------------------|--|
| 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.         |

**2. MCQs (05)**

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. The Sumerians are credited with inventing:  
a) The printing press    b) Hieroglyphics  
c) Cuneiform script    d) The alphabet
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. 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
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 Answer the following in short.**

**(10)**

1. Describe the importance of the Lascaux Cave Paintings in understanding prehistoric communication methods.
2. What was the influence of Johannes Gutenberg's movable type printing press on the dissemination of knowledge and information?
3. Elaborate on the role of branding within the realm of modern graphic design.
4. Name four brands that employ a monogram logo in their visual identity.
5. Explain how the use of serifs and sans-serif fonts influences text readability.

**Q-6 Answer the following.**

**(05)**

1. Elaborate on the significance of both verbal and nonverbal communication within graphic design, substantiating your points with suitable examples.

**OR**

Define the purpose of graphic design, emphasizing its role in conveying messages, emotions, and enabling effective communication across various visual mediums.

