

Enrolment No. _____

SARVAJANIK UNIVERSITY

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W-2024 Date: 19-10-24 Time: 01:30 PM to 03:30 PM

Backlog Exam

BVA - 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 Choose the correct answers.

(20 Marks)

Q-1	How many arts are described in Vatsyayana's Kamasutra?
A	64 Arts
B	34 Arts
C	9 Arts
D	56 Arts

Q-2	'Lavanya' is symbol of _____.
A	Sentiment and emotion
B	Purity
C	Dignity and Grace
D	Honesty and Vitality

Q-3	In 'Vishnudharmottarpurana' there is a conversation between two people who were they?
A	Bharata and Veer
B	Vajra and Markandey
C	Markandey and Kashyap
D	Vatsyayana and Vajra

Q-4	Who introduced the term aesthetics?
A	Bomgartan
B	Aristotle
C	Plato
D	Bharat

Q-5	What is 'Pramatri chaitanya'?
A	Perceiving faculty
B	Measuring faculty and sense of proportion
C	Sentiments
D	Diversity of forms

Q-6	The word rasa was borrowed from which Veda by Bharat?
A	Rigveda
B	Aayurveda
C	Samaveda
D	Atharvaveda

Q-7	Who wrote Natyashashtra?
A	Bharthruhari
B	Dandin
C	Bharat
D	Bhargav

Q-8	'Hsie Ho' author, whose theory is similar to 'Shadang' belongs to which country?
A	Korea
B	China
C	Japan
D	Nepal

Q-9	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-10	Artistic manner of using brush and color is called?
A	Sadrishyam
B	Lavanya
C	Rupabheda
D	Varnikabhanga

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

OR

(25 Marks)

Describe Six Limbs of painting discussed by Abanindranath Tagore.

Q-3 Draw a Composition which explain your understanding of Shadanga.

OR

(15 Marks)

Describe conversation about "Chitra- sutra" between Sage Markandeya and Vajra.

Q-4 MCQs

Marks: 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) Morphant
 - 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?

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

15. What is the purpose of kerning in typography?

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

Q-5 Answer the following.

Marks: 45

1. Discuss the role of typography in visual communication. Provide examples of how typography can convey emotions, messages, and branding in graphic design. (5 Marks)
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. (5 Marks)
3. Discuss the effectiveness of newspaper as an advertising medium. Provide examples of iconic newspaper advertisements or editorial designs to support your discussion. (5 Marks)
4. Analyze the evolution of poster design, referencing examples/ Explore key movements, styles, and technological advancements that have influenced poster design over time. Give proper examples for the same. (10 Marks)
5. Discuss 7 contrasts of typography with examples. (10 Marks)
6. Explain in detail the principles of layout. (10 Marks)

