

SECOND YEAR B.E.A. (APPLIED ART) (Practicals) EXAMINATION
(REVISED COURSE)

COMMUNICATION DESIGN

THURSDAY 7th APRIL & FRIDAY 11th APRIL, 2016

(10.30 a.m. to 1.00 p.m. & 2.00 p.m. to 4.30 p.m.)

(10 Hours)

(Total Marks : 80)

Note : Prepare two conceptually different color roughs in ~~half of the final~~ ^{3/4} size.
Take Supervisors signature on the roughs which you wish to do as final.
References are allowed only after first two ^{3/4} hours of the examination.
Direct tracing from such references is not allowed.
Use of any electronic device in examination hall is an offence as per university law.
Any type of alteration in the given size is not permissible.

Question : Design a Hoarding for J.K. Tyres (Sponsor of T-20 World Cup Cricket tournament) and on the brief.

Subject : **J.K. TYRES**

Brief :

The 2016 ICC World Twenty 20 is a Twenty 20 International cricket tournament to be held in India from 8 March to 3 April 2016. It will be the sixth edition of the ICC World Twenty 20, and the first to be hosted by India.

A Unique setting of nine different countries teams contesting 51 matches, over a period of 47 days. One of them is India and JK TYRE is boosting morals of Indian cricket team by Displaying hoardings at the time of T-20 world cup and building their image. JK Tyre's premium brand identity is attributed to factors such as superior technology, durability and the performance of its products. The road of success to achieve and lift the spirit of India, JK tyres are going to display hoardings showing similarities of Indian cricket team and the tyres manufactured. JK tyres is having superior technology. Our Indian team has superior techniques to tackle any type of bowling attack.

Required elements for designing a hoarding are, as follows....

Headlines :

Count on us. OR Grip of success OR Create your own Headline.

- Existing Symbol and Logo of the manufacturer : **J.K. Tyres**
- Catch Line : **"Total Control"**
- Address : **www.jktyres.com**

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The elements to be incorporated

- Appropriate visual
- Product (Full or Part if required)

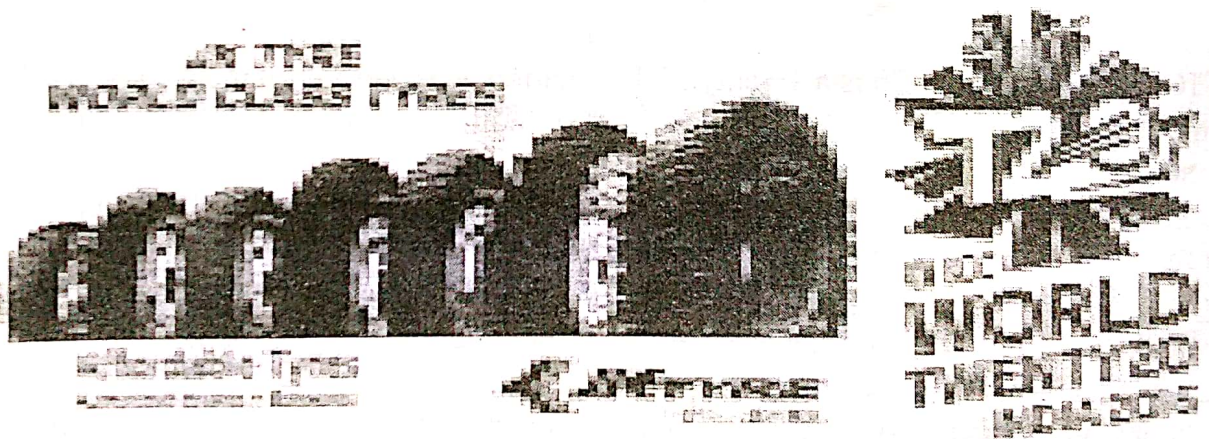
Instructions :

- Scaled size for final Hoarding : 10''×15'' (Horizontal).
- Rough Size : 5''×7½'' (Horizontal)....
- Medium : Multi colour.
- Printing Process: Multi Colour offset on Out Door Flex material.

Special Note :

- Candidate may take liberty of showing Extended part / portion or Cut out (in Dotted Lines) of the Designed Hoarding. (max 20% of total size)
- Any part of the given drawing paper should'nt be cut. (marked by dotted line)
- These Hoardings will be displayed at the junctions of the road and National Highways.

Credit will be given to Ideation and its relation with the given subject, Use of appropriate Colour Scheme, Layout, Composition and its Overall Finishing.



UNIVERSITY OF MUMBAI

SECOND YEAR B.F.A. (APPLIED ART) (Practicals) EXAMINATION
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INFORMATION DESIGN

WEDNESDAY 6th APRIL, 2016

(10.30 a.m. to 1.00 p.m. & 2.00 p.m. to 4.30 p.m.)

(5 Hours)

(Total Marks : 80)

Please Note : Reference are allowed from the beginning.
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Question : Design an **Invitation Card** for an **Art party**.

The Title for the Invitation card is 'Dress for a mess, join us for an Art Party'

Brief :

Birthday parties with an arts & crafts theme are a popular way to celebrate a child's birthday, these invitations are colourful and exciting, and they are a great way to pass the time and create memories. The art created by the kids can then be taken home as a wonderful memento of their time together, making arts and crafts parties is fun for all.

Information which you can convert into Text :

Saloni is turning six.

You are invited for an Art party

Join us and enjoy.

From Kulkarni family.

Come prepared on May 12th 2016, from 5.00 - 8.00 pm.

Venue : Kohinoor Corporate House, Senapati Bapat Marg, Dadar (West), Mumbai 400028, India.

Size : 6" × 9" Horizontal / Vertical

Colour : Multi-colour

Medium : Multi-color Flat and / or Halftone

Credit will be given to good design, understanding of Information design essentials, creative concept and its relation to the given subject, appropriate combination of Typography and visuals, colour scheme and overall finishing.

SECOND YEAR B.F.A. (APPLIED ART) (Practicals) EXAMINATION
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PACKAGE DESIGN

TUESDAY 5th APRIL, 2016

(10.30 a.m. to 1.00 p.m. & 2.00 p.m. to 4.30 p.m.)

(5 Hours)

(Total Marks : 80)

Please Note : Reference are allowed from the beginning.
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Question : Design s DVD sticker (Spot Label) on the given subject.

Subject : Magic Tricks - Master's Collection.

Brief :

All the well-known Best Magicians Magic Tricks of India are revealed and compiled in this DVD. Magic is a performing art that entertains audiences by staging tricks or creating illusions of seemingly impossible or supernatural feats using natural means. These feats are called magic tricks, effects or illusions.

The methodology behind magic is often referred to as a science (often a branch of physics) whilst the performance aspect is more of an art form.

Types of Magic Tricks : (Additional information. Please do not write. Only for understanding the subject)

Production : a rabbit from an empty hat, a fan of cards from thin air etc.

Vanish: The magician makes something disappear a coin, milk from a newspaper

Transformation : The magician transforms something from one state into another a silk handkerchief changes color etc.

Restoration: The magician destroys an object, then restores it to its original state a rope is cut, a newspaper is torn, a woman is cut in half etc.

Transportation : The magician causes something to move from one place to another a coin from one hand to the other.

Escape : The magician (an assistant may participate, but the magician himself is by far the most common) is placed in a restraining device (i.e., handcuffs or a straitjacket) or a death trap, and escapes to safety.

Penetration : The magician makes a solid object pass through another - swords pass through an assistant in a basket, a man walks through a mirror.

Prediction : The magician predicts the choice of a spectator, the total amount of loose change in the spectator's pocket etc.

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Text to be included :

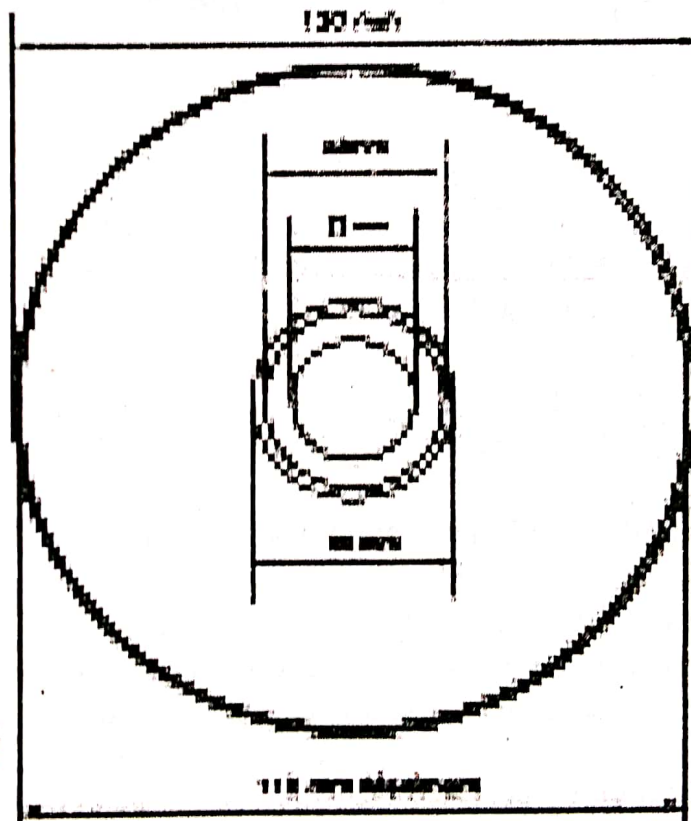
Title : Magic Tricks (Create new logo) - Master's Collection

more than 300 Tricks to learn. Full Hd Video's

address : www.magicktricks.com

size : as per the diagram given. Colours : Multi colour Medium : Mix medium.

Credit will be given to good design, understanding of Spot label design essentials, creative concept and its relation to the given subject, appropriate combination of Typography and visuals, colour scheme and overall finishing.



SECOND YEAR B.F.A. (APPLIED ART) (Practicals) EXAMINATION
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TYPOGRAPHY & CALLIGRAPHY (PAPER-I)

FRIDAY 1st APRIL, 2016

(10.30 a.m. to 1.00 p.m. & 2.00 p.m. to 4.30 p.m.)

(5 Hours)

(Total Marks : 80)

Please Note : Reference are allowed. Direct tracing from such references is not allowed. Use of any electronic device in examination hall is an offence as per university law. Any type of alteration in the given size is not permissible.

Question : Render following couplet in Devanagari calligraphy and the translation of the same in any Roman calligraphy style that you have learnt.

Text :

आद्यः करणविन्यासः। वायोरूर्ध्वसमीरणम्।
स्थानानामभिघातश्चे। न विना शब्द भावनाम्॥
वाक्यपदीय - भर्तृहरि

First movement of the tongue. The pumping of the air through oral cavity. Stopping the air at different places of articulation.

All these are not possible to explain without the presupposition that a child is born with the faculty of language.

Vakyapadiya - Bhartruhari (c. 450–510 CE)

Size : Entire poem should fit in the given paper size. **Colours:**Black and white OR Multi-coloured

Consistent calligraphy style, appropriate layout with stylized title will be considered.

Too many additional visual elements/illustrations are not expected.

It is expected that layout and colour scheme of the entire work will be appropriate to the content of the couplet.

SECOND YEAR B.F.A. (APPLIED ART) (Practicals) EXAMINATION
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TYPOGRAPHY & CALLIGRAPHY (PAPER-II)

MONDAY 4th APRIL, 2016

(10.30 a.m. to 1.00 p.m. & 2.00 p.m. to 4.30 p.m.)

(5 Hours)

(Total Marks : 80)

Please Note : Reference are allowed. Direct tracing from such references is not allowed.
Use of any electronic device in examination hall is an offence as per university law.
Any type of alteration in the given size is not permissible.

Question : Design a Poster in Typography.

Head line : Black is white...

Body text :

Black letter...white is subject matter
Black in print...white imprint
Black is Blind...white is so kind
Black to hide...white to guide
Black is magic...white is logic
Black is white...

Base line : Any type of Racism is a biggest threat for the mankind

Final size : 10" × 10" Vertical or Horizontal

Printing process : Black and white OR 4 colour offset printing.

Instructions:

Head line, body text and Base line are essential text in your final work.

Use of appropriate type and naming it is expected.

Layout and colour scheme of the entire Poster design will be appropriate to the theme of given text.

Too many additional visual elements/Illustrations are not expected.