

UNIVERSITY OF MUMBAI
Second Year B.F.A. (Applied Art) Practical Examination
2017
(Revised Course)
Communication Design
Date : 10th & 11th April, 2017
Time : 10.30 a.m. to 1.00 p.m. & 2.00 p.m. to 4.30 p.m.

Duration : 10 Hours]

[Total Marks : 80

Please note: References are allowed only after first two hours of the examination.
Prepare two conceptually different color roughs in half of the final size.
Direct tracing from such references is not allowed.
Use of any electronic device in the examination hall is an offence as per university law.
Any type of alteration in the given size is not permissible.

Question: Prepare a **Press Ad** on the given subject.

Subject: Odonil – Room air-freshener

Brief for the subject:

Packaged home fragrance products like Odonil are the latest lifestyle add-ons to make the atmosphere at home relaxing and enchanting. The focus of this communication is to convey that Odonil is an effective fragrant that removes bad-odour/bad-smell or transforms absence of enjoyable smell to a refreshing and pleasingly scented room. Be it a larger room in the house or the washroom or drawers or cabinets/cupboards, or office space, Odonil can change the environment to an elegant and beautiful smelling freshness. The communication is for a Sunday edition.

Required elements for designing the Press Ad are as follows:

1. Proposed headlines (use any one):
 - Refresh every corner
 - That whiff of newness
 - Bring home the joy of natureOr
 - Create your own Headline.

Copy: Fragrances are used to freshen and enliven the environment at home and set the mood, on a regular day or for a party or dinner get-togethers. They are also used in wardrobes to keep clothes smelling fresh. Odonil comes in a choice of fresh-flower fragrances. It changes the air, creates an atmosphere of natural goodness.

2. Think and work out a creative and appropriate visual.
3. Product Pack of Odonil
4. Logo with catchline: **Odonil Nature... Inspired fragrances**

[TURN OVER

Instructions:

- Size of the Press Ad: 5col. X 20 Cm (Consider each column is 4 cm's)
- Medium: Multi Colour
- Mandatory address line: www.odonil.com

Special Note:

Credit will be given to original concept, intelligent use of Illustration/ Graphics/Typography to create appealing layout, execution and finishing.

Existing Brand Logo:



Product pack (any one):



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Drawing
Date : 31st March, 2017
Time : 10.30 a.m. to 1.00 p.m. & 2.00 p.m. to 4.30 p.m.

Duration : 5 Hours]

[Total Marks : 80

Instructions:

Type specimen books and printed references are allowed from the beginning and direct tracing from such references is allowed.

Candidates can directly start the final and it is not compulsory to prepare scribbles or rough visuals before final work. Any type of alteration in the given final size is not permissible.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phone, Laptop, CD, Digital Camera, Pen drives, Head phones or any other musical instruments are PROHIBITED inside the examination hall.

Question: Draw a realistic full figure from the model posed in front of you and visualize him / her as a **Television Spectator**.

Medium: Poster or Water colour

Size of paper: 1/4th imperial drawing paper (Vertical or Horizontal)

Important Notes:

1. Credit will be given to proportionate drawing of Human figures and their anatomy with suitable background and use of appropriate rendering style and the effective use of medium.
2. Importance will also be given to overall neatness in presentation.