

THIRD YEAR B.F.A. APPLIED ART

TERMINAL EXAM 2019-20

SUBJECT: Publishing Design

Date: 21/10/19 & 22/10/19

Duration: 10 Hours  
Time: 9.30Am to 3.00Pm (05 Hours) ( Break 12 to 12.30 )

Total Marks: 80

**NOTE:**

- Prepare **two colour comprehensives** in proportionately smaller of the final sized and get one signed by the supervisor within first **2 hours**.
- Type specimen books and photographic printed references are allowed after 2 hours but direct tracing from such references is not allowed.
- Use  $\frac{1}{2}$  imperial size paper for the task.
- Students are strictly warned that they should not bring the computer printout of the layout/ headline/ text copy which they are going to render on the answer sheet.
- Submission of the final Paper should be separate. Rough and tracing paper should be stapled properly in following sequential order - starting from top: 1) Rough sheet 2) Tracing papers
- Credit will be given to creative conceptualization / idea / theme, appropriate use of visual and type selection, Colour Scheme, Layout, Composition, Overall Finishing, its relation with the given subject.
- **Any Digital or electronic devices such as Mobile phone, Digital Camera, Pen drives, Headphones or any other musical instruments are PROHIBITED inside the examination hall.**

**Question:** Design a Magazine Cover Page for 'Floriculture Today'.

**Brief:** Floriculture Today is INDIA'S first and the only monthly magazine on Floriculture, Nursery, Landscaping and Greenhouse technology since 1996 being published by Media Today Group. The magazine is widely read all over the country and abroad. Floriculture Today has been regularly participating in domestic and various International exhibitions in Holland, Italy, Singapore, Japan, Moscow, Gulf Countries, China, Malaysia, Hong Kong and many more countries.

The magazine contains regular features on flower growers, planting materials, irrigation & fertigation, floristry, green house technology, tissue culture, country profile, interviews of industry key persons, technical articles, exporters, importers, traders and wholesalers, worldwide events information, etc.

**Design Essentials:**

**Masthead:** Design a Masthead for 'Floriculture Today'

**Title:** "Grow Gold" or create your own

**Publisher's Logo:** existing Media today group logo

**Main features of the magazine:**

- \* Romantic Castles - Fairytale gardens in magnificent settings
- \* Where have all our butterflies gone? Discover ways to attract them back to your garden
- \* INDIA GARDEN at Beijing International Horti Exhibition
- \* Rediscovering India's most Iconic Flowers
- \* 101 wow ideas for your garden space

**Size:** 30cm (h) x 22cm (w) Rough: Proportionately Half

**Colour:** Poster Colour



# VIVA INSTITUTE OF APPLIED ART

(Approved by A. I. C. T. E., Affiliated to University of Mumbai)  
Shirgaon, Virar East, Palghar-401305

THIRD YEAR B.F.A. APPLIED ART

TERMINAL EXAM 2019-20

SUBJECT: Information Design

Date: 17/10/19 & 18/10/19

Duration: 10 Hours

Time: 9.30Am to 3.00Pm (05 Hours) ( Break 12 to 12.30 )

Total Marks: 80

## NOTE:

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**Question:** Prepare a **SHOW CARD** (Close range information Poster) on the basis of the brief given below.

**Brief:** Every product has a shelf life, but sadly that is not the case with plastics. The fact is that our planet cannot digest plastic. Plastics take around 500 to 1000 years to completely degrade due to the presence of complex polymers. As a result, till now whatever bit of plastic has ever been manufactured or used by us can be found in some form or the other on the planet. And now it has reached a crisis point. Scientists estimate that every square mile of ocean contains about 46,000 pieces of floating plastic. According to The World Economic Forum study done on plastic pollution around the world, Oceans will have more plastics than fish by 2050, if plastic pollution continues to rise.

Currently, India generates around 56 lakh tones of plastic waste annually, where Delhi alone accounts for 9,600 metric tones per day. India's contribution to plastic waste that is dumped into the world's oceans every year is a massive 60%; and it is among the top four producers of plastic waste in the world. If we do not change it now, then we will soon be buried in our own muck.

To change this, **Maharashtra Pollution Control Board** wants to run a Plastic ban Campaign with an appeal to the people to stop using plastic. They want to share tips on 'How to reduce plastic waste' through the Show Card. This 'Show Card' will be displayed at various public places for public awareness.

## **Tips on 'HOW TO REDUCE PLASTIC WASTE'**

- 1) Switch to reusable shopping Bags and containers
- 2) Do not use disposable cutlery, straws and boxes. choose bioplastic
- 3) Choose Plastic free packaging
- 4) Buy in bulk
- 5) Buy products made with recycled or biodegradable materials
- 6) Avoid synthetic cloths
- 7) Switch from disposable diapers to cloth
- 8) Choose a non-disposable option for your period
- 9) Avoid cosmetic products with microplastics and glitter
- 10) Give up bubblegum
- 11) Choose refillable bottles

THIRD YEAR B.F.A. APPLIED ART

TERMINAL EXAM 2019-20

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- Use ½ imperial size paper for the task.
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Select minimum 6 tips given above and design the Show Card.

Essential elements:

Title: It just makes sense to find easy ways to use less. {or suggest your own}

Medium: Multi Colour

Size: 12" h x 8" w, on 1/2 imp. Drawing Paper

Design must carry:

- Existing given logo of 'Maharashtra Pollution Control Board' & 'Maharashtra Environmental Information System'
- Title
- Copy from above brief.
- Related design elements/ Visual/ Illustration.
- Address: Maharashtra Pollution Control Board, Kalpataru Point, 3rd and 4th floor, Opp. PVR Cinema, Sion Circle, Mumbai-400 022. Phone: +91 (22) 24020781 | Website: www.mpcb.gov.in



Maharashtra Pollution Control Board  
महाराष्ट्र प्रदूषण नियंत्रण मंडळ



पर्यावरण विभाग  
महाराष्ट्र शासन

Late Shri Vishnu Waman Thakur Charitable Trust's  
**VIVA INSTITUTE OF APPLIED ART**  
(Approved by A. I. C. T. E., Affiliated to University of Mumbai)  
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**THIRD YEAR B.F.A. APPLIED ART**

**TERMINAL EXAM 2019-20**

**SUBJECT: Drawing**

Date: 15/10/19 & 16/10/19

**Duration: 10 Hours**

Time: 9.30Am to 3.00Pm (05 Hours) (Break 12 to 12.30)

Total Marks: 80

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- Photographic printed references are allowed after **Two** hours but direct tracing from such references is not allowed.
- Candidate can directly start with the final artwork & rough visual is not compulsory.
- Digital or electronic devices are strictly prohibited inside the examination hall.
- **Credit will be given to** body proportions & its relation with the background, composition, appropriate use of color, handling of the medium & overall impact.

**Question:** – Draw a “Fisherwoman” in market, with suitable background.

**Medium:** Poster color or Multi media

**Size:** ½ Imperial paper

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THIRD YEAR B.F.A. APPLIED ART

TERMINAL EXAM 2019-20

SUBJECT: Communication Design

Date: 23/10/19 & 24/10/19

Duration: 10 Hours  
Time: 9.30Am to 3.00Pm (05 Hours) ( Break 12 to 12.30 )

Total Marks: 80

NOTE:

- Prepare **two colour comprehensives** in proportionately smaller of the final sized and get one signed by the supervisor within first **2 hours**.
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- Use  $\frac{1}{2}$  imperial size paper for the task.
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**Question:** Prepare a Hoarding on Godrej GoodKnight complete protection.

**Brief: The Godrej Group-** Godrej Consumer Products is a leading developing market company. As part of the over 122-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious goals.

**Goodknight-** Good knight starts branching out into new formats. The company has entered the vaporizer market with the Good knight liquidator and a new liquid mosquito destroyer machine. Mats, as a category, is losing share in the overall household insecticide space. Good knight starts looking to build on new product categories and introduces a 10-hour coil. Later, Good knight works on alternatives and comes up with a low smoke variant that soon becomes popular. Now in the market they have 13 indoor and outdoor products with unique & various type.

Indoor-

1. **Goodknight Activ+ Low Smoke Coil:** Good knight Activ+ Low Smoke Coil assures the family of up to 12 hours protection from mosquitoes with long lasting effect of the product. Filter technology of this product ensures much less smoke and better efficacy. Highly effective against mosquitoes spreading diseases like malaria, dengue, chikungunya and filariasis.
2. **Goodknight Neem Agarbatti:** Consists of 100% natural neem and haldi to protect from all kinds of mosquitoes for 3 hours including those spreading dengue, malaria & chikungunya. Each stick has 100% natural Ingredients. It also comes with a pleasant natural fragrance and releases less smoke.
3. **Goodknight Fast Card:** Instant relief from mosquitoes as you can see them knocked down in 3 minutes as soon as you light a Fast Card. Advanced TFT dots technology provides instant relief from mosquitoes & gives pleasant fragrance. The product cost is affordable, just Rs. 1 per card. Each pack has including 10 cards.

Outdoor-

1. **Goodknight Fabric Roll-On:** Each bottle of Goodknight Fabric Roll-On consists of 100 % pure citronella and eucalyptus oils. Just apply 4 dots of the non-staining formula on clothes for complete outdoor protection. 8 hours protection from all kinds of mosquitoes including those spreading dengue, malaria & chikungunya. It is absolutely safe for children and babies. For 0 to 2 month old babies, apply on prams, cots or strollers. For babies older than 2 months, apply 4 dots on clothes as directed.

**Goodnight Patches:** It product has loaded with the goodness of pure natural oils which keep mosquitoes away. Protects from all kinds of mosquitoes for 8 hours including those spreading dengue, malaria & chikungunya. Product has certified by paediatrician as baby safe. For 0 to 2 month old babies, apply on prams, cots or strollers. For babies older than 2 months, apply on clothes as directed. Goodnight Patches are available in fun designs which your little one would love. Their Chhota Bheem Patches come in 30 different designs.

**Goodnight Cool Gel:** It is non-sticky cool gel with a pleasant fragrance and superior skin feel. Protects from all kinds of mosquitoes for 8 hours including those spreading dengue, malaria & chikungunya. Product has certified by paediatrician as baby safe. It is absolutely safe for children and babies older than 2 months.

**Task:** Select any one product from given above and design a Hoarding.

**Essential element:**

**Headline:** Super protection of healthy and happy life. Or create your own.

**Required Design Elements:**

Existing given logo of 'Goodnight' & 'Godrej'

Headline

Minimal copy from above brief.

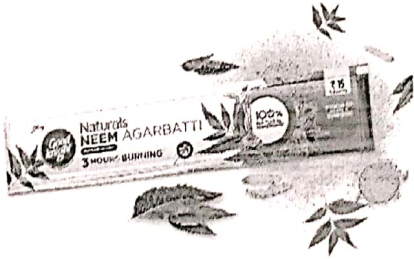
Related design elements/ Visual/ Illustration/ Graphic.

Web Address: [www.goodnight.in](http://www.goodnight.in)

Size: 20" w x 10" h (on 1/2 imp. Paper)

Rough Size: 10" X 5"

Medium: Multi Colour



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**THIRD YEAR B.F.A. APPLIED ART**

**TERMINAL EXAM 2019-20**

**SUBJECT: Advertising Art & Idea**

Date: 10/10/19

**Duration: 3 Hours**  
Time: 12.00Pm to 3.00Pm

Total Marks: 80

**NOTE:**

- Answer any five questions.
- All questions carry equal marks.

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Q 1) Explain the importance of Readership and Viewership for preparing a media plan.

Q 2) Write in detail about Direct Response Advertising with examples.

Q 3) Explain the importance of Innovative Media with examples.

Q 4) Write Note on any TWO of the following:

A) Tricks of marketing

B) Electronic Media

C) Reminder Media

Q 5) Write in detail about Society and Audience

Q 6) Why is Segmentation considered as preparation for market research?