



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)  
Shirgaon, Virar East, Palghar-401305

### ONLINE TERMINAL EXAMINATION

### 3rd YEAR- BFA APPLIED ART, 2020-21

**DATE:** 10/12/20 & 11/12/20  
& Friday

**DAY:** Thursday

**TIME:** 9:30 am to 3:00 pm (12.30pm-1.00pm break)  
hours

**DURATION:** 10

**SUBJECT: PUBLISHING DESIGN**  
100

**MARKS:**

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#### Instructions:

- Prepare 2 rough designs in color with suggestion of the text in the first one & half hrs. and upload the same and take supervisor's approval on the selected Design. (by or before 11:00 am).
- Type specimen books and photographic printed references are allowed but direct tracing & copying from such references is not allowed (Internet images, Type or calligraphic/ Typography specimen books etc.)
- Paper size: 1/2 Imperial (for Rough and Final)
- Students are strictly warned that they should not use any computer printout of the layout/headline/ text copy, which they are going to render on the answer sheet.
- Credit will be given for creative conceptualization/ idea/ theme, appropriate use of visual and type selection, colour scheme, Layout, composition, overall finishing, its relation with the given subject.
- Any type of alteration in the given final and rough size is not permissible.
- Uploading of all papers (Rough & Final) will be as per the format given & explained.
- If a practical exam consists of more than one day, scan or take a photo of the half done paper & upload the image on '3YRExam\_20-21' in the mentioned folder and the next morning student must show the status on camera to the professor at 9.10am and only after showing the paper, students can start remaining work.
- Paper should be uploaded sharp between 2.30 to 3pm. (in the case of complete or half done)
- Do not mention names on any side of the paper.

**Digital or electronic devices are to be updated & use laptop or desktop (with camera & speaker) for the communication purpose of Practical exam & writing purpose of Theory exam.** -----

**Question :** Design a front cover page for '**Wanderlust**' magazine .

**Brief:** *Wanderlust* is a travel magazine, covering adventurous, cultural and special interest travel. It is a bimonthly magazine. Wanderlust is a leading independent travel magazine, delivering inspiration and advice to travellers seeking unique and enriching travel experiences.

Inside each issue:

- **Trip inspiration** - written by leading travel writers giving you plenty of ideas, itineraries and practical information to plan your next trip

- **Ideas and tips** - on a variety of topics such as alternative ideas for weekend breaks, advice on travel health and photography tips
- **Reviews** - on the best travel gear, travel books, around-the-world events and films
- **Competitions** - to win trips, weekend breaks, books and travel gear
- **Celebrity interviews**

**The Design Requirement :**

**1) Masthead**- Use the logo provided, Volume no- 90, MRP- 150/-, Indian issue

**2) Main Title :** "A year of experiences"

**3) Appropriate Visual**

**4) Main features of the magazine :**

\* Exotic Holiday destinations in India

\* Plan your next adventure trip

\* Why Goa is our new food capital

\* 12 trip ideas for this winter

**Size :** 11inches (h) x 8inches (w)

**Size for rough:** Proportionately half

**Medium :** Poster Colour

**Color scheme:** Suitable

**Wanderlust**  
*The magazine for people with a passion for travel*



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### 3rd YEAR- BFA APPLIED ART, 2020-21

**DATE:** 8/12/2020 & 9/12/2020

Wednesday

**TIME:** 9:30 am to 3:00 pm (12.30pm-1.00pm break)

**SUBJECT:** INFORMATION DESIGN

**DAY:** Tuesday &

**DURATION:** 10 hours

**MARKS:** 100

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#### Instructions:

- Prepare 2 rough designs in color with suggestion of the text in the first one & half hrs. and upload the same and take supervisor's approval on the selected Design. (by or before 11:00 am).
- Type specimen books and photographic printed references are allowed but direct tracing & copying from such references is not allowed (Internet images, Type or calligraphic/Typographyic specimen books etc.)
- Paper size: 1/2 Imperial (for Rough and Final)
- Students are strictly warned that they should not use any computer printout of the layout/headline/ text copy, which they are going to render on the answer sheet.
- Credit will be given for creative conceptualization/ idea/ theme, appropriate use of visual and type selection, colour scheme, Layout, composition, overall finishing, its relation with the given subject.
- Any type of alteration in the given final and rough size is not permissible.
- Uploading of all papers (Rough & Final) will be as per the format given & explained.
- If a practical exam consists of more than one day, scan or take a photo of the half done paper & upload the image on '3YRExam\_20-21' in the mentioned folder and the next morning student must show the status on camera to the professor at 9.10am and only after showing the paper, students can start remaining work.
- Paper should be uploaded sharp between 2.30 to 3pm. (in the case of complete or half done)
- Do not mention name on any side of the paper.

**Digital or electronic devices are to be updated & use laptop or desktop (with camera & speaker) for the communication purpose of Practical exam & writing purpose of Theory exam.** -----

**Question:** Prepare an Informative Poster (Short range) for Earthquake Safety Instructions. Prepare a very highly finished & appropriate info-graphics based on all the points mentioned below and incorporate all of them in a short range poster.

**Brief:** An **earthquake** (also known as a **quake**, **tremor** or **tremblor**) is the shaking of the surface of the Earth, resulting from the sudden release of energy in the Earth's lithosphere that creates seismic waves. Earthquakes can range in size from those that are so weak that they cannot be felt to those violent enough to toss people around and destroy whole cities. With the intentions to spread this awareness amongst people, design a safety instruction manual on the basis of points mentioned below.

(Contents to be included mentioned below, Each point needs a separate info-graphics.)

### **1. Quake! Protect yourself first.**

Be prepared and protect yourself from an earthquake when you hear an earthquake warning announcement or feel a quake.

Stay under a large table until a quake is gone Keep Yourself safe from falling or moving objects during a quake.

#### **(High-rise Building with 10 or More Floors)**

Upper floor may be shaken for several minutes.

Large, slow shakes may let the furniture fall down or move across the room.

#### **Right After An Earthquake**

### **2. Keep Calm. Check All Fire Sources. Put Out Fire Quickly.**

If you were using any sources of fire or heat turn them off when the shaking calms down.

If a fire starts, put it out quickly and calmly.

### **3. Keep Calm. Panic May Cause You Injuries.**

Be careful of fallen objects or shattered glass in the home.

Stay inside. Roof tiles, broken window glass or sign boards may fall down and hit you.

### **4. Make Sure You Have Ways Out: Open Doors and Windows.**

Secure an exit for escape when the shaking stops.

### **5. Keep Away from Gate Posts And Walls.**

If You feel an earthquake outside, stay away from concrete walls and other objects which may fall over.

#### **❖ After An Earthquake**

### **6. Stay Away From Fires And Tsunami.**

Take refuge in a temporary assembly spot or an evacuation area when a fire may threaten your life in the community.

Leave the coast as soon as possible for a higher, safer place when you are hit by a big quake or hear a tsunami warning at the seaside.

### **7. Get The Right Information. Take The Right Action.**

Get accurate information from radio, television, fire stations, local authorities, etc.

### **8. Make Sure Your Family And Neighbours Are Safe.**

After you confirm your family's safety, check if your neighbors are all right.

### **9. Work Together On Rescue And First Aid.**

Work with your neighbors to free victims from under debris or fallen furniture and to give first aid.

### **10. Make Sure Electricity And Gas Are Off Before Evacuation.**

Turn off circuit breakers and the gas at the main before you evacuate.

#### **Essentials:**

#### **Headline: 10 Tips for Earthquake Safety or Create your Own**

**Size for rough :** 6" X 9"

**Size for Final :** 12" X 18"

**Medium:** Mix Media

**Logo:** Existing given logo of Govt. of India



सत्यमेव जयते

**Government Of India**



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### 3rd YEAR- BFA APPLIED ART, 2020-21

**DATE:** 18/12/2020 & 21/12/2020

Monday

**TIME:** 9:30 am to 3:00 pm (12.30pm-1.00pm break)  
10 hours

**SUBJECT: DRAWING**

**DAY:** Friday &

**DURATION:**

**MARKS: 100**

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**NOTE:**

- Since this is an online exam, the human model will be available only for one & half hour from the start of the exam. Prepare 2 colour roughs in proportionately smaller size and upload it on '3YRExam\_20-21' get one signed by your professor within the first one and half hour (by or before 11.00am). Students are allowed to refer printed references, **direct tracing from such references are strictly not allowed.**
- Paper size: 1/2 Imperial (for Rough and Final)
- Candidates are instructed to use half imperial size paper for both rough & final.
- Uploading of all papers (Rough & Final) will be as per the format given & explained.
- If a practical exam consists of more than one day, scan or take a photo of the half done paper & upload the image on '3YRExam\_20-21' in the mentioned folder and the next morning student must show the status on camera to the professor at 9.10am and only after showing the paper, students can start remaining work.
- Paper should be uploaded sharp between 2.30 pm to 3:00 pm (in the case of complete or half done)
- Do not mention name on any side of the paper.
- Credit will be given to Proportionate, correct figure drawing with suitable composition, use of appropriate style and technique, overall impact as well as neat and clean work.
- **Digital or electronic devices are to be updated & use laptop or desktop (with camera & speaker) for the communication purpose of Practical exam & writing purpose of Theory exam.**

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**Question:** Draw a realistic full figure from the model posed before you. Visualize the model as a Fruit seller surrounded by appropriate atmosphere, and apply this visualization in the drawing. Use suitable and interesting style, treatment and colour-harmony for the same. Also, at least two figures should be full figures.

**Brief:** In most towns and cities in India one sees fruit-sellers at busy points selling fruits at their stands. Many of them are roadside hawkers without a proper shop, and they use either fruit

boxes or inverted fruit crates to display the fruits; some of them also make arrangements to protect themselves from the sun. While these fruit hawkers sit and sell, there are other sellers who sell fruits on their hand-carts. There are also roadside shops which have a more organized system for display. At the fruit-sellers' stands/shops, both year-around fruits and seasonal fruits are usually found. Some commonly found year-round fruits are bananas, apples, papaya, etc. Seasonal fruits are those that are only found in certain months of the year, namely, grapes, mangoes, oranges, custard apple (sitaphal), strawberries, pomegranates, etc. During the mango season, some fruit-sellers only sell mangoes; a similar approach is also often seen with water-melons. Typically, customers are seen checking out and bargaining at a fruit-seller's stand/shop, and hence apart from the fruit-seller your visualization should also include at least two customers.

**Size for final:** half imperial

**Medium:** Poster colour/ water colour/ mix media



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### ONLINE TERMINAL EXAMINATION

### 3rd YEAR- BFA APPLIED ART, 2020-21

**DATE:** 14/12/20 & 15/12/2020

Tuesday

**TIME:** 9:30 am to 3:00 pm (12.30pm-1.00pm break)

**SUBJECT: COMMUNICATION DESIGN**

**DAY:** Monday &

**DURATION:** 10 hours

**MARKS:** 100 -----

#### Instructions:

- Prepare 2 rough colour visuals in proportionately smaller size and upload it on '3YRExam\_20-21' get one approved by your professor within the first one and half hour (by or before 11.00am).
- Type specimen books and photographic printed references are allowed but direct tracing & copying from such references is not allowed (Internet images, Type or calligraphic/Typographic specimen books etc.)
- Paper size: 1/2 Imperial (for Rough and Final)
- Credit will be given for creative conceptualization/ idea/ theme, appropriate use of visual and type selection, color scheme, Layout, composition, overall finishing, its relation with the given subject.
- Any type of alteration in the given final and rough size is not permissible.
- Uploading of all papers (Rough & Final) will be as per the format given & explained.
- Students are strictly warned that they should not use any computer printout of the layout/headline/ text copy, which they are going to render on the answer sheet.
- If a practical exam consists of more than one day, scan or take a photo of the half done paper & upload the image on '3YRExam\_20-21' in the mentioned folder and the next morning student must show the status on camera to the professor at 9.10am and only after showing the paper, students can start remaining work.
- Paper should be uploaded sharp between 2.30 to 3pm. (in the case of complete or half done)
- Do not mention name on any side of the paper.
- Submission of the papers must be done in following sequential order- **a) Final sheet b) Rough sheet**  
**c) Tracing paper (If any) d)References used.**
- **Digital or electronic devices are to be updated & use laptop or desktop (with camera & speaker) for the communication purpose of Practical exam & writing purpose of Theory exam.**

**Question :** Prepare a single page **Press Ad Layout** for Dabur Honey.

**Brief :** As the largest player in the branded honey market, Dabur is powered by an extensive sourcing network and practices stringent quality control measures. Honey is sourced from various parts of the country like Himalayan Regions, Sunderbans, Punjab, Uttar Pradesh, Madhya Pradesh, as well as Nepal.



The raw honey is sent to the state-of-art lab in Himachal Pradesh, where it is tested on physical and chemical parameters including adulteration. Blended in the right proportion to get the perfect texture, aroma, taste and colour makes Dabur Honey India's NO.1.

The benefits of Honey are innumerable as it is not only helps in weight management but also in many other things as well. For example, if you are suffering from cold and cough, mix some ginger and honey and consume the mixture daily. The mixture will act as an antioxidant and will cure your illness naturally. Make Dabur Honey a part of your diet. Just replace sugar with yummy Dabur Honey in your nimbu- pani, milkshakes, toasts, corn flakes etc. Switch over, say "HI" to Dabur Honey, and goodbye to lethargy, calories and tasteless food.

**The Design Requirement :**

**Headline:** Let's stay Fit or create your own

**Copy Matter:** Create from the brief given above

Product & visible logo (Use Existing Logo)

[www.dabur.com](http://www.dabur.com)

Appropriate Visual

**Size :** 25cm (H) x 33cm (W)

**Medium :** Poster Colour

**Size for rough :** Proportionately half

**Colour Scheme:** Multi Colour





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### **ONLINE TERMINAL EXAMINATION**

### **3rd YEAR- BFA APPLIED ART, 2020-21**

**DATE:** 7-12-2020

**TIME:** 11:30 am to 12:30 pm

**SUBJECT:** Advertising Art & Ideas

**Paper-I**

**DAY:** Monday

**DURATION:** 1hours

**MARKS:** 60

**(Group I-Theory)**

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**NOTE: All questions carry equal marks.**

- 1) Innovative Media is a media either newly invented or
  - a) Liked by Consumers
  - b) Liked by the Marketer
  - c) Presented differently
  - d) Liked by everyone
- 2) Business to Business advertising uses
  - a) Consumer Media
  - b) Hoardings
  - c) Dedicated Media
  - d) Posters
- 3) For a Newspaper which of the following is related
  - a) Readership is more than Viewership
  - b) Readership is more than Circulation
  - c) Readership is more than OTS figures
  - d) Readership is equal to Viewership
- 4) In Advertising the term 'Markets ' is used for
  - a) Shop
  - b) Shopping place
  - c) People
  - d) Online shopping
- 5) The Consumer form of Advertising, that is more beneficial
  - a) Corporate Advertising
  - b) Retail Advertising
  - c) National Advertising
  - d) Direct Response Advertising
- 6) Society and Audience are in other words
  - a) As per Income group
  - b) Masses and Classes
  - c) As per age group

- d) As per similarities
- 7) USP of the product is
- a) Unique attribute for Selling proposition
  - b) Understated technique for selling the product
  - c) Unlimited selling options of product
  - d) Undisclosed strategy of the product
- 8) Which of the following is not the objective of Market Research
- a) Finding the likes and dislikes of the Markets
  - b) Improving the product or the Service
  - c) Look into the feedbacks
  - d) Promoting Sales
- 9) Last Segmentation is Psychographic because
- a) It's least important
  - b) Mentality is not given priority
  - c) It deserves a last Category
  - d) There is a possibility for change
- 10) Media plan is based on certain approximate and certain accurate figures  
The accurate figures are
- a) Readership figures
  - b) Viewership figures
  - c) Circulation figures
  - d) OTS figures
- 11) The success of a media planning largely depends upon
- a) Large budgets for media
  - b) Use of costly media
  - c) Media as per the markets
  - d) Exhibitions as media
- 12) Advertising is meant for
- a) Communication
  - b) Promotion
  - c) Sale
  - d) Purchase
- 13) End product advertising helps to promote
- a) The end product
  - b) Parent Company
  - c) The advertised product
  - d) The favorite product

- 14) The introduction of a new product is always through
- a) Reminder media
  - b) Informative media
  - c) Indoor media.
  - d) Primary Media
- 15) Corporate Advertising is
- a) Meant for product building
  - b) Meant for Image building
  - c) Meant for client building
  - d) Meant for brand building
- 16) Tricks of marketing are created to
- a) Trick the purchaser
  - b) Convenience of marketer
  - c) To clear the inventory
  - d) To call the purchaser
- 17) Shop and the best of the medias are equivalent but shop
- a) Is Information oriented
  - b) Has limitations as a media
  - c) Is sale oriented
  - d) Has no rate card as a media
- 18) In Advertising its not very easy to communicate any message to the
- a) Audience
  - b) Anyone
  - c) Society
  - d) Everyone
- 19) Which of the following is not a direct Role of Advertising
- a) Creating awareness
  - b) Giving Information
  - c) Social harmony
  - d) Sale
- 20) Market Research helps to get the information about the
- a) Sale
  - b) Purchase
  - c) Target Audience
  - d) Shops



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**ONLINE TERMINAL EXAMINATION**  
**3rd YEAR- BFA APPLIED ART, 2020-21**

**DATE:** 7-12-2020

**TIME:** 1:00 am to 2:00 pm

**SUBJECT:** Advertising Art & Ideas  
**Paper - II**

**(Group I-Theory)**

**DAY:** Monday

**DURATION:** 1hours

**MARKS:** 40

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**NOTE:** All questions carry equal marks.

Exam Time : 1:00pm till 2:00pm

- Students should write the answer on a foolscap paper.
- Use 2 different answer sheets.
- Upload jpeg files of the answer sheets before 2:00pm.

If 1 answer takes 2 or 3 sides of the paper then upload a PDF file format in correct order and number the pages correctly.

- Write your Roll No. on the top right side corner of the answer sheet & repeat on the other sides as well.

Q. 1. Describe Viewership in detail and why do media planners require the viewership Figures for their planning?

Q. 2. How Society as Audience is different than other Target audience explain with examples?

