

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Communication Design

Date: 31st March, 3rd April & 5th April 2023
Timing: 10.30 am to 04.30 pm (Break-01.00 am to 2.00 pm)
Duration: 12½ Hours

Day: Friday-Wednesday

Total Marks: 80

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phones, laptops, CDs, Digital Cameras, Pen drives, Headphones, or any other musical instruments are **PROHIBITED** inside the examination hall.

Duration: 12½ Hours

Marks: 80

Subject: Amul Tru

Brief: Anand Milk Union Limited (abbreviated as Amul) is an acronym of the Indian state government-owned dairy-based cooperative society named Gujarat Milk Marketing Federation based in Anand, Gujarat. It is under the ownership of Gujarat Cooperative Milk Marketing Federation Limited, Department of Cooperation, Government of Gujarat. It is controlled by 3.6 million milk producers within the city.

Recently, Amul launched fruit-flavored dairy-based beverages. Amul Tru is offered in Orange, Lychee, Mango, and Apple flavors, available in 180 ml tetra packs. The unbelievably unique flavors of milk and nutrition make it healthy. Though the milky taste is not strongly felt, these beverages from the Amul Range are not overly sweet or too thin, they have a semi-thick consistency.

Flavored milk is one of the best options to make children have milk without any complaints. It endures all the proteins from milk along with an added flavor for tasty consumption. Moreover, its packaging makes it easier to stock up on or carry while traveling.

Task A:

Create two colour rough concepts of each for a **Magazine** and **Hoarding** advertisement on ½ imp. paper in the first two and a half hours of the examination and get one concept approved by the supervisor before the break for the final.

(Turn Over)

Please note that the selected approved Magazine and Hoarding should have one single-minded concept.

Size of rough: Magazine- 10.5 cm x 12.5 cm (Vertical)
Hoarding – 3 inches x 6 inches (Horizontal or vertical)

Head Line: Prepare your own headline as per your concept.

Baseline: Prepare your own baseline as per your concept.

Copy: Incorporate a minimum of 100 words copy in the Magazine advertisement to support your concept.

Medium: Multi-colour/ Mixed media.

Task B: Based on the selected concept do the Final design of the Magazine and Hoarding advertisement on ½ imp paper.

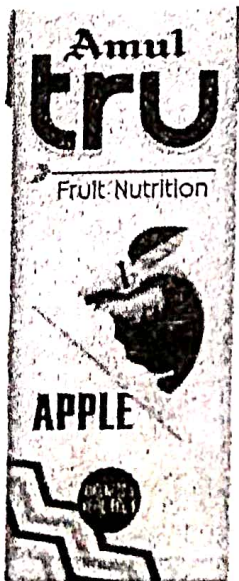
Size of Final: Magazine - 21 cm x 25 cm (Vertical)

Hoarding - 6 Inches x 12 inches (6 feet x 12feet Original size)

Medium: Multi-colour/Mixed media.

Note:

- Use 1/2 imp paper for rough of 2 magazines and 2 hoardings concepts.
- For final use one single ½ imp paper for magazine and Hoarding.



½ imp. Paper- 22" x 15"

Magazine
21 cm x 25 cm

Hoarding
12" x 6"

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Information & Publishing Design

Date: 28th, 29th & 31st March 2023

Timing: 10.30 am to 04.30 pm (Break-01.00 am to 2.00 pm)

Duration: 12½ Hours

Day: Tuesday - Friday

Total Marks: 80

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phones, laptops, CDs, Digital Cameras, Pen drives, Headphones, or any other musical instruments are PROHIBITED inside the examination hall.

Duration: 12½ Hours

Marks: 80

Subject: Mumbai Police Cyber Crime cell

Brief: The last two years of the pandemic forced everyone to adapt to the digital world. Rapid digitalization, lack of adequate knowledge and data privacy laws ensured the perfect breeding ground for Cyber Crime to proliferate at an alarming pace.

According to the Microsoft Global Tech Support Scam report, Indians are more vulnerable to technology support-related scams compared to the global average and have lost over Rs 15,000 on average in such scams.

The most common methods of payment for those who lost any money were bank transfers (43 percent), gift cards (38 percent), PayPal (32 percent), credit cards (32 percent), and Bitcoin (25 percent).

From Mumbai Police Cyber Crime Branch, it came to light that the number of Cyber Crime matters being reported in recent times, especially where the Victim was a Senior Citizen was growing rapidly. The Elderly often became victims of Cybercrimes such as phishing, identity theft, fraud and monetary theft as older people are less Tech savvy and more trusting. Many people are being duped by fake callers who pretend to be from banks, credit card companies, etc. They convince the victims to share their OTP under some pretext and then the caller siphoned off their hard-earned money.

Older people were found to be attractive targets to criminals due to their perceived relative lack of familiarity with technology, relative wealth and hesitancy to report the crime to authorities, due to feelings of shame. Also, since the elderly are quite lonely, scamsters take advantage and subject them to emotional abuse.

(Turn Over)

Here are some tips that you can share with your elderly parents to ensure their safety from cybercrimes.

- First and foremost use a reputable anti-virus and firewall and keep updating them regularly. Never open email attachments from unknown sources.
- Don't answer calls from unidentified numbers. Also, have apps like true caller installed on your phone. Scammers usually use Private caller IDs and unusual numbers and would never leave a message.
- Never share your bank details. Your bank will never ask you to share your PIN or OTP over a phone call. In case a caller claims to represent a bank and asks you for any of these things, hang up. Also, Ask plenty of questions in case of any suspicious callers. Fraudsters don't like being questioned and will quickly hang up if they feel that they are likely to be exposed.
- Never give remote access to your PC to someone you don't know. Your internet service provider would never call you to inform you that you have a virus that needs to be fixed. In case you come across unusual pop-ups or a blank screen on your computer, immediately disconnect from the internet and shut down your PC. It may be an attack to spread malware or virus.
- Be careful how you use social media. Limit the amount of personal information you share on social media and only add people that you know.

Task A: From the above brief design the two rough concepts for **Close Range Informative Posters** for parent's day: 24th July on ½ imp paper. Get one rough sign from the supervisor before the first two and a half hours of the examination.

The main purpose of this poster is to provide some tips that you can share with your elderly parents to ensure their safety from cybercrimes and it is published by the Mumbai Police Cyber Crime cell.

Size of rough: Poster- 6 Inches x 9 inches (Vertical)

Head Line: Prepare your own headline as per your concept.

Baseline: Prepare your own baseline as per your concept

Copy: Incorporate necessary information and safety tips to support your concept.

Medium: Multi-colour/ Mixed media.

Use supportive visuals for the Poster but the main emphasis will be on the information and its design.

Task B: Based on the selected concept do the Final design of the Poster on ½ imp paper.
Size of Final Poster: 12 Inches x 18 inches (Vertical)

Medium: Multi-colour/Mixed media.

Note:

- Use 1/2 imp paper for rough concepts.
- For final use one single ½ imp paper for the Poster.



UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Lettering & Typography, Paper - I

Date: 6th April & 10th April 2023

Day: Thursday - Monday

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 10 Hours

Marks: 30

Instructions:

- Paper - I Marks 30 + Paper - II Marks 30 + Paper - III Marks 20 = Total Marks 80.
- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Paper size: ¼th Imperial for Rough and Final (Vertical or Horizontal)
- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

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Paper - I

Duration: 10 Hours

Marks: 30

Nalesh Dattatreya Patil 'A teacher, a friend, a partner, a talented personality...'

Nalesh Patil (Born: Palghar, January 29, 1954; - Mumbai - September 7, 2016) was a Marathi poet. He used to perform poetry in a hilly voice through his different style. Natural elements such as trees, leaves, flowers, nests, birds, sky, sun, rain, sea, and changing seasons used to be at the forefront of his poetry.

Although Nalesh Patil's entire education was in English medium, Nalesh Patil had a deep study of Marathi. His artistic Journey was held at the Sir J. J. Institute of Applied Art, Mumbai. He was a creative director in an American company. 'Go to the village of poets' was a poetry singing ceremony with all poets including Ashok Naigaonkar, Niranjan Ujgare, Nalesh Patil, Ashok Bagwe, Arun Mhatre, Mahesh Keluskar, Soumitra. Nalesh Patil got immense fame due to this stage show. His poems were also sung by the crew of the television show 'NakshatrancheDene'.

Nalesh's poetry is not only nature tourism, but it makes a place for the artist in us. A few collections of modern Marathi poetry and poets standing over a century were published in his wake. He is gone but lives on in poetry. - Ashok Naigaonkar.

(Turn over)

Task: Render the following poem in Devanagari any suitable calligraphic style.

कुणी पुसल्या हिरव्या जागा
कुणी खोदल्या नदीच्या रेषा
तळव्याच्या पायाला किती ह्या भेगा
पायाची आग भिडली नभा

आता तरी निळ्या पाण्याचा लेप
मातीच्या अंगाला दे रे दे ढगा...

वठल्या झाडाखालुनी जेव्हा
पाहिले मी आभाळाकडे
वाळक्या फांदया वाटल्या जणू
आभाळाला पडले तडे

फांदी फांदीची होऊनी वीज
कोसळत येऊ दे रे दे ढगा...

- नलेश पाटील

' कविता मना - मनातली '

Size: ¼th Imperial Size Paper (Vertical or Horizontal)

Medium: Multicolour, Colour Inks/ Poster Colour/ Water Colour

Note:

- Students are allowed to use suitable colorful backgrounds/calligraphic creations to create an atmosphere of the subject.
- Credit will be given to calligraphy, original concept, understanding of the subject, Appealing layout, finishing, execution and concern towards any suitable Devanagari Calligraphic style.

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Lettering & Typography, Paper - II

Date: 11th April & 12th April 2023

Day: Tuesday - Wednesday

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 10 Hours

Marks: 30

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- ¼th Imperial Size Paper for Rough.
- ½th Imperial Size Paper for Final.
- Students should prepare Two rough in the size of 6 Inches X 9 Inches (Vertical) in first two and half hours and get it signed by the supervisor.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and overall finishing.

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Paper - II

Duration: 10 Hours

Marks: 30

Brief: Typography Day will be organized for the sixteenth time on 26th, 27th, and 28th October 2023 hosted by the Department of Applied Arts, Faculty of Visual Arts Banaras Hindu University, Varanasi (BHU Varanasi) in collaboration with the IDC School of Design (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The theme for this year's event is 'The Sacred and Typography' The event will feature workshops on Typography and Calligraphy followed by a conference dedicated to 'Sacred and Typography'. The international conference will be devoted to addressing issues faced by type designers, type users and type educators. The conference includes presentations by invited keynote speakers, eminent academicians, industry professionals, research scholars and students. The event will also host an exhibition of selected posters from the Poster Design Competition.

'The Sacred and Typography'

Design a Poster for 'Typography Day 2023' so that it expresses the theme of the event as the conference is being held in Varanasi, we encourage you to include the context of The City of Varanasi in the design of the Poster.

(Turn over)

You can use

- The Language, Script and Typeface of your choice. You can make use of one letter, one word, many words, or even a paragraph composed of words that express 'Sacred'.
- Calligraphic or digitally created letterforms or existing fonts, or a combination of these can be used for the poster for 'Typography Day 2023' or 'Typo Day 2023'

Task: 'The Sacred and Typography' Design a Poster to express & represent for 'Sacred' through Typography | 'Typography Day 2023' so that it expresses the theme of the event.

Size of the final poster: 12 Inches X 18 Inches

Medium: Multicolour, Colour Inks/ Poster Colour/ Water Colour

Note:

- Students are allowed to use suitable Calligraphic, Lettering & Typographic creations to create an atmosphere of the subject.
 - Credit will be given to the original concept, understanding of the subject, execution, layout, finishing, care, and concern towards Calligraphic, Lettering & Typographic sense of design font style.
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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Lettering & Typography, Paper - III

Date: 13th April 2023

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 5 Hours

Day: Thursday

Marks: 20

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- $\frac{1}{4}$ th Imperial Size Paper for Final. (Vertical or Horizontal)
- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and overall finishing.

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Paper - III

Duration: 5 Hours

Marks: 20

Question: Express the meaning of the following any one Devanagari Script OR Roman Script quote through the Lettering & Typographic Style on the given $\frac{1}{4}$ th Imperial Size Paper.

The "Earth" without "art" is just "eh"

Demetri Martin

Medium: Multicolour, Colour Inks/ Poster Colour/ Water Colour

Note:

- Students are allowed to use type expressions/expressive typography with other minimum elements e.g. Geometrical form/simplified symbolic illustration if necessary.
- Credit will be given to expressive lettering, rendering and finishing.
- Students should decide the 'X' height of the letters.
- Students are not asked to prepare roughs for the sake of submission.

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Illustration, Paper - I

Date: 6th April & 10th April 2023

Day: Thursday - Monday

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 10 Hours

Marks: 30

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- Candidates are expected to retain this question paper for reference for Paper-II and III in the examination of Illustration.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

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Paper – I

Duration: 10 Hours

Marks: 30

Subject: Faster Fene (Fafe)

Brief: **Faster Fene** is a series of Marathi books and novels written by Marathi author Bhaskar Ramachandra Bhagwat popularly known as Bha. Ra. Bhagwat. This series chronicles the life of an adventurous boy, Banesh Fene, who seems to get embroiled in various mysteries, secrets, dramas, adventures and even the Indo-China war of 1962. There are twenty books and novels in the **Faster Fene** series, with the first being **Fursungicha Faster Fene**. He is known to be one of the most popular detective characters of Maharashtra and these **Faster Fene** novels have been translated into other languages such as English and Hindi.

Character-**Faster Fenay**, known as **Fafe** is a detective boy who has an uncanny knack for attracting adventure. With his talent as a mimic, his skill with the catapult and his fearless mind, **Fafe**, at thirteen, has already put several crooks behind bars.

Banesh Fene is a lanky school-going teenager who is always ready for adventures wherever he goes. He is a student of **Vidya Bhavan School** in Pune. He was born in a village called **Fursungi** near Pune. He is very agile and is very fast with his feet and on his bicycle. Hence, he earns his nickname '**Faster Fene**'.

(Turn Over)

Books-

The first book of the Faster Fene series was published in the year 1974 by Pune-based Popular Prakashan. Most of Faster Fene's adventures are based in and around Pune. However, in some books and novels, his adventures take place in Jammu and Kashmir, near the Indo-China border and even in Afghanistan. According to Faster Fene, although he doesn't wish to get into trouble, mysteries and adventures follow him wherever he goes, so he is left with no option but to fight back and solve mysteries.

The book "Faster Fenay at Fort Pratapgad" is one of many Faster Fenay series translated into English by Tejas Modak. In this story, Fafe and his classmates are at Fort Pratapgad on a trip. A massive earthquake occurs at midnight. Fafe's best friend Subhash goes missing and, in an attempt, to find him, Fafe comes across a gang of kidnappers on the loose. Join Fafe in this action-packed adventure as he pieces together the clues, bit by bit till the nail-biting finish. This brilliant adaptation of B.R. Bhagwat's original Marathi series mesmerizes readers of all ages.

Task A: From the above brief, visualize the Faster Fasne character, his body language, and his dressing sense. **Illustrate his character for a contemporary time frame.**
Size of Character- 15 cm by 21 cm vertical.

Task B: Design the front Book Cover for "Faster Fenay at Fort Pratapgad" written by B.R. Bhagwat translated into English and illustrated by Tejas Modak.

Size of Book Cover- 15 cm by 21 cm vertically.

(Student should use suitable typo for the book title and writers credits)

Note-

- Student Should make two colour roughs for both tasks A & B in proportionately half size on single $\frac{1}{2}$ imp. rough paper.
- Get one option of both tasks signed before the break for the final.
- Student Should make final of both tasks A & B on single $\frac{1}{2}$ imp. paper.
- Students should use a suitable medium and colour scheme.
- Students Are allowed to make some additions to create the character for more impact.

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Illustration, Paper – II

Date: 11th April & 12th April 2023

Day: Tuesday - Wednesday

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 10 Hours

Marks: 30

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

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Paper – II

Duration: 10 Hours

Marks: 30

Subject: Double spread Comics “Faster Fenay at Fort Pratapgad”

Brief: The book “Faster Fenay at Fort Pratapgad” is one of many Faster Fenay series translated into English by Tejas Modak.

In this story, Fafe and his classmates are at Fort Pratapgad on a trip. A massive earthquake occurs at midnight. Fafe's best friend Subhash goes missing and, in an attempt, to find him, he found a secret cave with ancient treasure. Fafe comes across a gang of kidnappers in the caves.

Task A: From the above brief, visualize the story and illustrate two rough concepts for a double-sprayed comic page in comic style.

Get it one sign by the supervisor before the first two and a half hours of the examination.

Size of the rough comic page: 18 cm x 13 cm (Horizontal)

Media: Mix media, colour

Task B: Complete the final finished double-sprayed comic page in the remaining time of the examination.

(Turn Over)

Size of the final comic page: 36 cm x 26 cm (Horizontal)

Media: Mix media, colour

Note-

- Students should use a suitable medium and colour scheme.
- Students Are allowed to make some additions to create the character for more impact.
- Students should add a suggestive dialog box with suggestive dialogs.

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Illustration, Paper - III

Date: 18th April 2023

Day: Thursday

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 5 hours

Marks: 20

Instructions:

- Type specimen boxes and photographic printed references are allowed after the first two hours. Direct tracing is **NOT** allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phones, laptops, CDs, Digital Cameras, Pen drives, Headphones, or any other musical instruments are **PROHIBITED** inside the examination hall.

Paper - III

Duration: 5 Hours

Marks: 20

Subject: Faster Fene (Fafe)

Brief: Faster Fenay, known as Fafe is the detective boy who has an uncanny knack for attracting adventure. With his talent as a mimic, his skill with the catapult and his fearless mind, Fafe, at thirteen, has already put several crooks behind bars.

Banesh Fene is a lanky school-going teenager who is always ready for adventures wherever he goes. He is a student of Vidya Bhavan School in Pune. He was born in a village called Fursungi near Pune. He is very agile and is very fast with his feet and on his bicycle. Hence, he earns his nickname 'Faster Fene'.

In 1987, Faster Fene, a TV show aired by Doordarshan on DD National was portrayed by Sumeet Raghavan in the role of Faster Fene. In the year 2017, the character of Faster Fene was adapted into an on-screen character for the Marathi movie Faster Fene directed by Aditya Sarpotdar and produced by Riteish Deshmukh. The character of Faster Fene was played by Amey Wagh. Many of the stories of Faster Fene were published in Tinkle and Tinkle Digests.

(Turn Over)

Task: From the above brief and characters of Faster Fene done in Paper-1, illustrate a minimum of 4 sticker concepts with suggestive dialogs. Use Single sheet of $\frac{1}{2}$ imp paper to complete the task.

This sticker concept can be adopted in T-Shirt designs, Key chains, mementos, etc.

Size of the Single sticker: 15 cm x 20 cm (Vertical or Horizontal)

Media: Mix media, colour

Note-

- No need to do rough, students can start the final directly.
- Students should use a suitable medium and colour scheme.
- Students Are allowed to make some additions to create the character for more impact.
- Students should add a suggestive dialog.

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Photography, Paper - I

Date: 6th April 2023

Day: Thursday

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 5 Hours

Marks: 20

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is **NOT** allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

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Paper – I

Duration: 5 Hours

Marks: 20

Subject: Bisleri 250 ml bottle with Added Minerals.

Brief: Bisleri International is an Indian company that is best known for its eponymous brand of bottled water. The company was started in the 1970s by Ramesh Chauhan and sells bottled water and soft drinks.

Bisleri was originally an Italian alcohol remedy drink created by 19th-century inventor Felice Bisleri. In 1965, Italian doctor Cesari Rossi and Indian businessman Khushroo Suntook introduced bottled water in India by setting up a factory in Thane. It was initially sold only in luxury hotels and restaurants in Mumbai in glass bottles in two varieties of bubbly and still. In 1969, the Jayantilal Chauhan family of Parle Group acquired the struggling Bisleri brand, which was looking to exit the Indian market, for ₹ 4 lakh.

Bisleri 250 ml water bottle, specially designed for special occasions like marriages, parties and functions. It contains minerals like magnesium and potassium, The MRP of the bottle is Rs 10.00.

Task A: Design a press advertisement for Bisleri 250 ml emphasizing **Tabletop photography of the product.**

Press Ad size: 20 cm x 25 cm, Vertical

Medium: Pencil Sketch

(Turn Over)

Task B: Also show the minimum three **Lighting Arrangements** in pencil for the tabletop shoot of the product in size 3 inches x 3 inches.



UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Photography, Paper - II

Date: 10th April 2023

Day: Monday

Timing: 10.30 am to 04.30 pm (Break-01.00 am to 2.00 pm)

Duration: 5 Hours

Marks: 20

Instructions:

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- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

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Paper – II

Duration: 5 Hours

Marks: 20

Subject: Magazine Cover (Better Photography Magazine)

Brief: Portrait photography, or portraiture, is a type of photography aimed toward capturing the personality of a person or group of people by using effective lighting, backdrops, and poses. A portrait photograph may be artistic or clinical. Frequently, portraits are commissioned for special occasions, such as weddings, school events, or commercial purposes. Portraits can serve many purposes, ranging from usage on a personal website to display in the lobby of a business.

Task A: Design the Cover Page of Better Photography on the theme of Tribal Portrait Photography.

Cover size: 20 cm x 25 cm Vertical

Color: Pencil Sketch

Important: Use only Two Light Set up

Task B: Also show the minimum three Lighting Arrangements in pencil for the Tribal Portrait shoot in size 3 inches x 3 inches.

**Better
Photography**

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Photography, Paper - III

Date: 11th, 12th & 13th April 2023

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Day: Tuesday- Thursday

Duration: 15 Hours

Marks: 40

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
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- Students are strictly warned that they should not bring the computer printout of the layout /headline/ text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

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Paper – III

Duration: 15 Hours

Marks: 40

Task A: Arrange a Tabletop which you have done in Paper I and shoot it with the light arrangement which you have submitted, in the given time.

Task B: Also, create a Portrait as you have done in Paper II with proper makeup & lighting. Use only two light set-ups (reflectors are optional).

Note:

- For shooting in the studio Student must follow the University timetable.
- Students must submit a well-composed, properly lighted Tabletop and Portrait.
- Copy and submit your Tabletop and Portrait shoot to your supervisor's computer.
- Students must Submit Paper -I and Paper -II tasks in one single folder with a given name format (Seat No._Photo_2023).
- Submit 3 images of each task in Raw & JPEG format.

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective - Computer Graphics, Paper -I

Date: 6th April 2023

Day: Thursday

Timing: 10:30 am to 4:30 pm (Break - 1:00 pm to 2:00 pm)

Duration: 5 Hours

Marks: 20

Instructions:

- Type specimen books and photographic printed references are allowed, direct tracing from such references is NOT allowed.
- Use $\frac{1}{4}$ th imperial size sheet for paper I.
- Preparing roughs is not mandatory, students can directly start the final artwork.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout/ headline/ text copy that they are going to render on the answer sheet. If found, that will be treated as a copy.
- Retain the question paper till the examination ends.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

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Paper - I

Duration: 5 Hours

Marks: 20

Subject: 'Noise Air Buds Mini' with a 'Buy Now' button.

Brief: Noise is an Indian company for producing and distributing wearables and other such products. It is an electronic industry that leads the current market to manufacture smart accessories since 2014 by Amit Khatri & Gaurav Khatri. Noise diversified into smart wearables and wireless headphones. It is one of the first brands in India to offer truly wireless earbuds; the Noise SHOTS.

Noise makes the latest personal technology accessories available and affordable to young Indian consumers. It has been listed as a bestselling brand on Amazon and Flipkart. In 2019, Noise was the biggest Indian seller of wireless earphones in the country. It is also the only Indian brand among the top 5 brands selling wireless earphones in India.

Air Buds Mini is one of the wireless products by Noise company.
Available in 3 colours; Pearl White, Pale Blue & Jet Black.

About Noise Air Buds Mini:

- ~ Noise Air Buds Mini delivers 15 hours of playtime with the charging case.
- ~ Designed for extended wear, the pocket-friendly and snug-fitting Air Buds.
- ~ Conversations flow easily with a dedicated individual mic in each earbud.
- ~ Smart touch control: manage calls, summon your favorite assistant, change tracks and more.
- ~ Hyper Sync technology: By the time you open and take out the Air Buds Mini, they are already connected and ready to play.
- ~ Big, powerful bass; powered by Tru Bass technology and delivered via a 14.2mm speaker driver.
- ~ The IPX4 sweat-resistant rating keeps worrying away.

Key Features:

- Full Touch Controls
- Hyper Sync Technology
- Tru Bass Technology
- Clear Calls Every Time
- 15-Hrs Playtime

Task: Design a Web banner for 'Noise Air Buds Mini' with a 'Buy Now' button

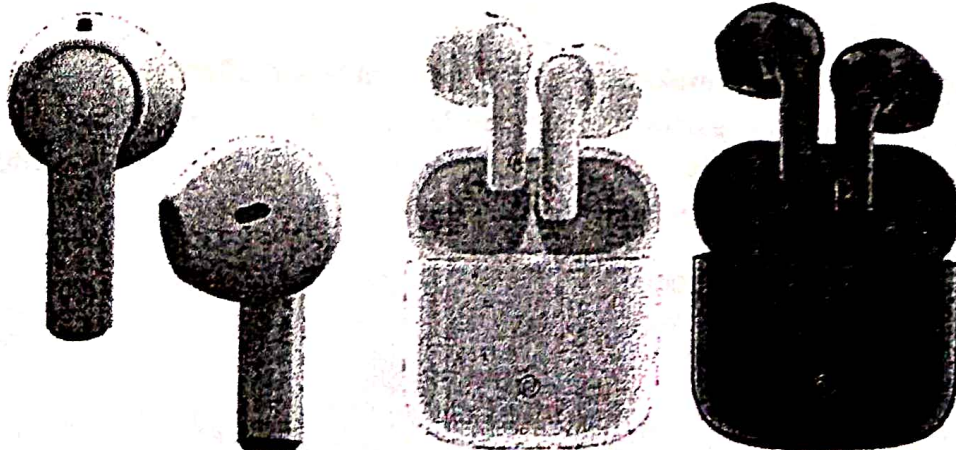
Design Essentials:

- **Headline:** It's a small world or create your own
- **Appropriate visual / Product**
- **Noise Logo**
- **Product Key Features**

Size: 15 cm (W) x 12.5 cm (H) (dimensions are approximately equivalent to pixels)

Colour: Multicolor

NOTE: Mention the animatics if any, in small thumbnails in the remaining area of the answer sheet.



UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective - Computer Graphics Paper - II

Date: 10th April 2023

Day: Monday

Timing: 10:30 am to 4:30 pm (Break - 1:00 pm to 2:00 pm)

Duration: 5 Hours

Marks: 20

Instructions:

- Type specimen books and photographic printed references are allowed, direct tracing from such references is NOT allowed.
- Use ¼th imperial size sheet for paper II.
- Preparing roughs is not mandatory, students can directly start the final artwork.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout/ headline/ text copy that they are going to render on the answer sheet. If found, that will be treated as a copy.
- Retain the question paper till the examination ends.
- Credit will be given for creative conceptualization/Idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phones, laptops, CDs, Digital Cameras, Pen drives, Headphones, or any other musical instruments are PROHIBITED inside the examination hall.

Paper - II

Duration: 5 Hours

Marks: 20

Task: Design and prepare a Web page of 'Noise Air Buds Mini' for the 'gonoise.com' website based on the given brief in paper- I. Use essential elements and appropriate visuals to support copy & concept. Use ¼ imp sheet for the final task.

Content for a web page:

1. Menu Bar (All Products | Noise Labs | Support | Stories | FAQ)
2. Search Bar | Login | Cart (Icons)
3. Logo
4. Appropriate Visual / Product
6. Title: Air Buds Mini - It's a small world or create your own
7. Add to cart button
8. Rating: 4.5 (1872)

Size: 25 cm (W) X 14 cm (H) Proportionately equivalent to pixel

(Turn Over)

P-19-Exam. 399-180-2pp-3-2023.

Medium: Multicolour

NOTE:

- Use product images from paper I.
- Students are allowed to use product colour options from the given brief.



UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective - Computer Graphics, Paper -III

Date: 11th, 12th & 13th April 2023

Day: Tuesday - Thursday

Timing: 10:30 am to 4:30 pm (Break - 1:00 pm to 2:00 pm)

Duration: 15 Hours

Marks: 40

Instructions:

- Type specimen books and photographic printed references are allowed.
- Candidates are allowed to use any appropriate graphic design software (Adobe Photoshop, Illustrator, Corel Draw, etc.) available on the allotted system to complete the given task.
- Prepare a folder with a given name format (Seat No_ CG_2023) on the desktop of the provided computer. The folder should contain 1. The final original open file of Paper I & paper II, 2. suitable file format of Paper I & paper II (JPEG, PDF) which can be accessed easily.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring layout, ready artwork prints or any type of soft copies. If found, that will be treated as a copy.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phones, laptops, CDs, Digital Cameras, Pen drives, Headphones, or any other musical instruments are PROHIBITED inside the examination hall.

Paper - III

Duration: 15 Hours

Marks: 40

Task: Design a Web banner and a Web page which has been done in Paper I and Paper II, should be prepared as a Final Digital Artwork with appropriate digital design softwares.

Size: Web Banner - 720 px (W) X 600 px (H)
Web Page - 1920 px (W) X 1080 px (H)

Colour: Multi Colour

Note: Required mandatory digital images such as logo & Product images will be provided.

P-21-Exam. 401-180-2pp-3-2023.

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Exhibition Display Design & Stage Craft, Paper - I

Date: 6th April & 10th April 2023

Day: Thursday - Monday

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 10 Hours

Marks: 30

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
- Any type of alteration in the given size is not permissible.
- Students are strictly warned that they should not bring the computer printout of the layout/headline/text copy that they are going to render on the answer sheet. If found, that will treat as a copy.
- Submit the final paper separately and the rough-tracing paper separately.
- Candidates are expected to retain this question paper for reference for Paper-II and III in the examination of Exhibition Display Design and Stage Craft.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phones, laptops, CDs, Digital Cameras, Pen drives, Headphones, or any other musical instruments are **PROHIBITED** inside the examination hall.

Paper – I

Duration: 10 Hours

Marks: 30

Subject: Navneet Education Limited

Brief: Navneet Education Limited, brand vision is to provide the highest quality of educational products and services to customers in the language/medium of their choice. Navneet Education Limited is a purpose-driven organization, doing what it takes to move the needle and promote knowledge. The Gala Family, the founder of Navneet established the brand in 1959 and since then they have been the major force in the dissemination of knowledge to the little learners of India.

It is an Indian company that is in the business of educational and children's book publishing and scholastic stationery. It operates in three segments: publication, stationery and others. It has more than 5000 titles in English, Hindi, Marathi, Gujarati, and other languages.

Over the decades, Navneet has emerged as the preferred brand for educational products among teachers and students. The immensely popular products like Vikas workbooks, Gala practice books, YouVa full-scapes, are hot favorites amongst the young segment of India. These products are bestsellers not just because of their superior quality but also because of the nostalgic association with 90's kids.

(Turn Over)

Navneet Product list:

- **Scholastic stationery:** State board Digest, 21 Sets (question paper sets for board exam), CBSE and ICSE books, Smart Workbooks, Paper Stationery includes premium quality long books, notebooks, drawing books, scrapbooks, etc.
- **Non-curriculum books:** Children's books range from coloring, drawing, art, craft, and magic painting to science topics like planets and the human body and General books such as art, cookery, health & hygiene, mehndi, baby names, tailoring & embroidery, gift, party, festivals, general knowledge & quiz, English speaking, dictionary, learning computers, books on India, etc.
- **Office paper products:** Paper, stationery, notebooks, writing pads & diaries, composition notebooks, graph & data pads, notepads & memo books, etc.

Task: Based on the given information above, design a temporary indoor exhibition stall for Navneet Education Limited at Education Expo 2023.

Design Requirements:

- Prepare your own theme line for the overall stall design concept.
- The design should contain the overall branding, reception, product display, information panels, discussion, meeting area, small pantries, storage, and audio-video presentation zone.

Size: Floor area of the stall 1200sq.ft. (40' length x 30' width x 15' height), openings from 3 sides.

Target audiences: Distributors, Dealers, etc.

Location: This stall is part of an education expo- World of Education Expo (WOEE), Mumbai which is going to happen in May 2023 at the Bombay exhibition center.

- Notes:**
- a) Draw Conceptual visuals and Floor plan. Use one single 1/2 imperial paper.
 - b) Draw a conceptual freehand perspective view, with due attention to the exterior stall view and main entrance.
 - c) Draw a floor plan of the stall in colour to the appropriate scale and measurements. Indicate traffic flow and all technical details.
 - d) Draw some 3D elements (information panel; AV zone; product display; etc.) that you have designed related to the theme line for the overall stall design concept. Use the provided logo of Navneet. Candidates can change the colour scheme of the logo as per your design.

*Credit will be given to concept development and planning, intelligent use of space, traffic flow, appropriate scaling and rendering.



UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Exhibition Display Design & Stage Craft, Paper – II

Date: 11th April & 12th April 2023

Day: Tuesday - Wednesday

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 10 Hours

Marks: 30

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
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- Submit the final paper separately and the rough-tracing paper separately.
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

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Paper – II

Duration: 10 Hours

Marks: 30

Refer to the plan you have designed in paper-I for Navneet, and draw any two elevations of your choice from inside of the stall in colour. Also, render product displays or information panels in colour in a suitable size and scale.

*Give attention to an appropriate scale, technical details, typography and/or illustration and mention technical details, dimensions and scale in your elevation.

*Use a single sheet of half imperial size for both elevations and product display or information panels

*Credit will be given to concept development and planning, intelligent use of space, traffic flow, appropriate scaling and rendering.

P-23-Exam. 403-180-1pp-3-2023.

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2023 (Revised Course)

Subject: Elective Exhibition Display Design & Stage Craft, Paper - III

Date: 13th April 2023

Day: Thursday

Timing: 10.30 am to 04.30 pm (Break - 01.00 am to 2.00 pm)

Duration: 5 Hours

Marks: 20

Instructions:

- Type specimen books and photographic printed references are allowed after the first two hours. Direct tracing is NOT allowed.
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- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of Visual and Type Selection, Color Scheme, Layout, Composition, and Overall finishing.

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Paper – III

Duration: 5 Hours

Marks: 20

Refer to the plan you have designed on paper - I for Navneet and draw a two-point freehand colour perspective from inside of the stall. Also, draw a thumbnail drawing of the outside view of the stall in colour. Show a minimum of two human figures in your free-hand colour perspective.

*Use a single sheet of half-imperial-size paper for both views.

*Credit will be given to a proper selection of the view and rendering style in colour.

Time: 3 Hrs

Marks: 80

Note:

- Answer any FIVE questions.
- All questions carry equal marks, ie. 16 marks each.
- Elaborate your answers with suitable examples, figures, drawings, sketches, visuals.

- Q1. Explain in details about international distribution channels. (16)
- Q2. Explain social responsibilities undertaken by present advertising. How has it benefitted the society? (16)
- Q3. Explain the strategy of product development for global market. (16)
- Q4. Write short notes on any TWO of the following: (16)
- a. Tricks of marketing
 - b. Brand loyalty
 - c. Commercialization of culture
- Q5. What is Public Relation Advertising? Explain how Public Relation Advertising communicates with the target market. (16)
- Q6. Advertising raises the standard of living. Explain with examples. (16)

वेळ : ३ तास

गुण : ८०

सूचना

१. कोणत्याही पाच प्रश्नांची उत्तरे द्या.
 २. सर्व प्रश्नांना समान गुण आहेत. प्रत्येकी 16 गुण
 ३. उत्तरासोबत स्पष्टीकरणासाठी रेखाचित्रे काढणे गरजेचे आहे.
- प्र१. आंतरराष्ट्रीय वितरण वाहिन्यांबद्दल तपशीलवार स्पष्टीकरण द्या. (१६)
- प्र२. सध्याच्या जाहिरातीद्वारे हाती घेतलेल्या सामाजिक जबाबदाऱ्या स्पष्ट करा. त्याचा समाजाला कसा फायदा झाला? (१६)
- प्र३. जागतिक बाजारपेठेसाठी उत्पादन विकासाचे घोरण स्पष्ट करा. (१६)
- प्र४. खालीलपैकी कोणत्याही दोन वर टीपा लिहा. (१६)
- अ. मार्केटिंग च्या युक्त्या
 - ब. ब्रँड निष्ठा
 - क. संस्कृतीचे व्यापारीकरण
- प्र५. जन संपर्क जाहिरात म्हणजे काय? जन संपर्क जाहिराती टारगेट मार्केटशी कसा संवाद साधतात ते स्पष्ट करा. (१६)
- प्र६. जाहिरातीमुळे जीवनमान उंचावते. उदाहरणासह स्पष्ट करा. (१६)

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