

UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Communication Design

Date: 27th March, 28th March, & 1st April 2025

Day: Thursday - Tuesday

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

Duration: 12½ Hours

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 be treated 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.

Subject: EMotorad x1 electric cycle- Instagram Reel

Brief: Emotorad x1 an electric cycle, is a bicycle equipped with battery-powered assistance, making pedaling effortless and allowing riders to cover long distances without fatigue. Striking the perfect balance between traditional cycles and motorbikes, e-cycles are an eco-friendly, cost-effective, and health-conscious mode of transportation.

EMotorad (EM) is an electric vehicle company that strives to bring futuristic ebikes at an affordable price for adventure seekers, daily commuters, or casual riders. offering the most extensive range of e-cycles in the organized sector, with eight variants, including geared and non-geared models. As a pioneer in smart e-mobility, They are transforming personal transportation by prioritizing hygiene, security, fitness, sustainability, and affordability—essential needs in today's world.

They are committed to revolutionizing short-distance commuting in India, empowering individuals to embrace a healthier and greener lifestyle. Their goal is to design products that not only meet functional needs but also complement personal style. By making e-cycles fun, environmentally friendly, and a perfect way to stay fit and active, aim to redefine urban mobility.

With cutting-edge features and sleek designs, is set to transform lives. The revolution has just begun—*let's e-cycle!*

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Unique Selling Point (USP):

- **IP 67 Rated Battery:** Water and dust repellent, ensuring durability in various conditions.
- **250W High Torque BLDC Motor:** Silent yet powerful motor for smooth, efficient rides.
- **4 Riding Modes:** Throttle, Pedelec (pedal + electric), Pedal, and Cruise, providing flexibility for different riding preferences.
- **App Connectivity:** Enables ride tracking, performance analytics, and bike control for a seamless digital experience.

Target Audience:

- Urban commuters seeking a cost-effective and sustainable mode of transport.
- Fitness enthusiasts looking for an alternative and engaging workout option.
- Environmentally conscious individuals who prefer green mobility solutions.
- College students and young professionals who value stylish, tech-driven transportation.
- Cyclists who want the benefits of electric assistance for longer rides.

Task A (20 Marks)

- based on the brief given above develop **two** creative concepts for an **Instagram Reel** (15 seconds each) **storyboard** to promote the **EMotorad** electric bicycle. In the first 2.5 hours of examination on $\frac{1}{2}$ imperial rough paper.
- **Objective:** To position EMotorad as the leading brand for modern urban mobility by emphasizing its eco-friendliness, smart technology, and convenience for commuting and fitness. The communication should highlight how they enhance personal freedom, ensure hygiene and security, and promote a healthier, greener lifestyle.
- **Storyboard Requirements:**
 - Present **two** concepts with rough storyboards (minimum **8 frames** per concept in color).
 - Each storyboard frame should be **4.5 cm x 8 cm (vertical format)**.
 - Write down the rough story/Reel content in **bullet points** for both concepts.
 - Get **one** concept approved by the supervisor within the first 2.5 hours of examination, before the break.
 - Medium is mixed media.

Creative Considerations:

- Define the tone and style based on the brief, target audience, and objectives.

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- Develop a headline, visuals, and call to action.
- Plan animation frame transitions, voice-over, and background sound to enhance engagement.

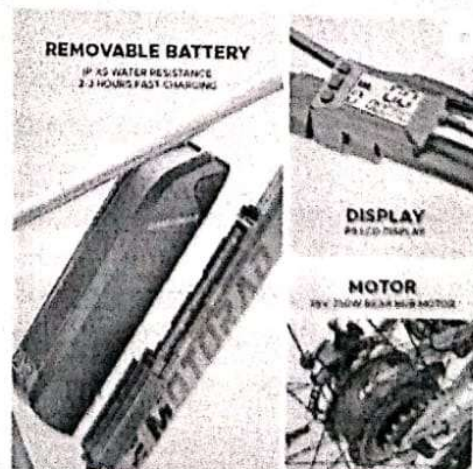
Task B (60 Marks)

- Create the **final storyboard** from the **approved** Instagram reel concept.
- Develop **8 frames** (each **9 cm x 16 cm vertical format**) in color on **½ imperial final paper**.
- Write the final story above the storyboard in **50 to 100 words**.
- Provide a short **screenplay description** below each frame.
- Specify any **animation transitions** below each frame.
- Submit the **Rough and Tracing together** and the **Final sheet separately**.

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Logo Colour: any suitable colour with them.



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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Information & Publishing Design

Date: 25th, 26th, & 27th March 2025

Day: Tuesday- Thursday

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

Duration: 12½ Hours

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 be treated 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.

Subject: National Centre for Drug Abuse Prevention-Digital posters.

Brief: Say No to Substance Abuse – Protect Your Future, The Rising Concern Among Indian Youth. Substance abuse is a growing concern among students in India. With increasing academic pressure, peer influence, and exposure to new experiences, many college students find themselves vulnerable to experimenting with drugs and alcohol. Unfortunately, what starts as a momentary escape or thrill can turn into a dangerous addiction, affecting health, studies, and future prospects.

Why Should You Care?

Drug and alcohol addiction doesn't just harm an individual—it impacts families, friends, and society at large. Substance abuse can lead to severe health issues, mental distress, financial troubles, and even legal consequences. The alarming rise of addiction cases among young Indians makes it crucial for students to stay informed and make responsible choices.

Understanding the Magnitude of the Problem

As per the National Survey on Extent and Pattern of Substance Use in India (2019) by the Ministry of Social Justice and Empowerment:

- 16 crore people (14.6%) between 10-75 years consume alcohol;
- 3.1 crore people use cannabis, while 72 lakh need help due to addiction.
- 60 lakh individuals require treatment for opioid addiction.
- 1.18 crore people misuse sedatives.
- 1.7% of children and adolescents inhale harmful substances.

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- 8.5 lakh individuals inject drugs, putting them at risk of deadly diseases.

What Can Be Done?

The Government of India, through the **National Action Plan for Drug Demand Reduction (NAPDDR)**, is actively working to prevent and combat substance abuse. This initiative includes:

- Awareness campaigns in schools, colleges, and communities.
- Counseling and rehabilitation services for those struggling with addiction.
- Workshops and training for teachers, parents, and students to help them identify and address early signs of substance abuse.
- Collaboration with NGOs and institutions to provide effective intervention programs.

How Can You Protect Yourself and Your Friends?

1. **Stay Informed:** Know the risks of drugs, alcohol, and other addictive substances.
2. **Resist Peer Pressure:** Choose your friends wisely and say no to harmful temptations.
3. **Seek Support:** If you or someone you know is struggling with substance abuse, reach out to a counsellor, teacher, or helpline.
4. **Engage in Healthy Activities:** Join sports, cultural events, or hobbies that keep you motivated and away from negative influences.
5. **Spread Awareness:** Educate others and encourage a drug-free campus environment.

Together, We Can Make a Difference

Your future is in your hands. The choices you make today will shape your tomorrow. Let's work together to create a healthier, drug-free India. If you or someone you know needs help, don't hesitate to reach out to local de-addiction centers, NGOs, or helplines.

Say No to Drugs – Yes to Life!

Helpline: 24 x 7 National Toll-Free Drug De-addiction Helpline Number 1800-11-0031

Task A (20 Marks): Rough concepts

- From the above given brief develop two creative concepts for Awareness Digital posters for Drug and Substance Abuse Prevention in the first 2.5 hours of examination on $\frac{1}{2}$ Imperial rough paper.
- The size of each rough poster is 5.5 inches x 7.5 inches vertically.
- Get one concept approved by the supervisor within the first 2.5 hours of examination, before the break.

Objective: Create an impactful awareness and educate college students about the dangers of drug and substance abuse. The design should highlight the risks, statistics, and preventive measures while encouraging students to make informed choices.

Client: National Centre for Drug Abuse Prevention

Target Audience: College and University Students in India

Design Requirements:

- A powerful image that represents the negative effects of substance abuse versus a positive future without drugs.

- **Headline:** Create your headline.
- **Statistics:** Include key data from the **2019 National Survey on Substance Use** (alcohol, cannabis, opioids, sedatives, inhalants, injecting drug users).
- **Preventive Steps:** Encourage staying informed, resisting peer pressure, seeking help, and engaging in healthy activities.
- **Call to action line.**
- **Helpline:** *National Toll-Free Drug De-addiction Helpline: 1800-11-0031 (24x7)*
- **Animation:** Think about the **animatics** of the content - the appearance of the information, hierarchies of content, getting in and getting out of the elements, etc.
- Use impactful colors, in mixed media.

Task B (60 Marks)

- Create the **final Digital Poster** from the approved concept in color on a single $\frac{1}{2}$ imperial final paper.
- The size of each poster is **11 inches x 15 inches** vertical.
- **Show the animatics** of digital posters with the help of pencil scribbles in the remaining space of paper. Write down the screenplay if needed.
- Submit the **Rough and Tracing together** and the **Final sheet separately**.

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NATIONAL INSTITUTE OF SOCIAL DEFENCE
Ministry of Social Justice & Empowerment
Government of India



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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Illustration - Paper - I

Date: 02nd April & 03rd April 2025

Day: Wednesday -Thursday

Timing: 10.30 am to 04.30 pm (Break: 01.00 pm - 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 be treated 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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Subject: Editorial Illustration

Brief: "AI vs Human"

The "AI vs Human" debate is a huge topic, and it depends on what aspect you're looking at—creativity, intelligence, jobs, ethics, or even competition in specific fields like gaming, writing, or problem-solving.

1. Intelligence & Learning

- **AI:** Processes massive amounts of data quickly, recognizes patterns, and improves with training (machine learning).
- **Humans:** Understand abstract concepts, emotions, and have intuition—things AI struggles with.

2. Creativity & Innovation

- **AI:** Can generate art, music, and stories based on learned data but lacks true originality.
- **Humans:** Think outside the box, create new ideas, and innovate beyond existing patterns.

3. Work & Productivity

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- **AI:** Automates repetitive tasks, improves efficiency, and reduces errors.
- **Humans:** Excel in leadership, teamwork, emotional intelligence, and adaptability.

4. Ethics & Decision-Making

- **AI:** Follows programmed logic; lacks morality and human values.
- **Humans:** Can consider ethics, emotions, and long-term consequences.

5. Competition & Collaboration

- **AI vs Humans:** AI surpasses humans in speed (chess, calculations, automation), but humans excel in strategy, judgment, and empathy.
- **AI + Humans:** The best results often come from collaboration—AI handles data, and humans provide critical thinking

Task A

- Prepare two rough **Editorial Illustration** for the newspaper article at half the given size within the first 2.5 hours of examination and get one sign by supervisor on $\frac{1}{2}$ imp. sheet.
- Specify your illustration in a newspaper article along with a suggested heading and body copy. (Illustration weightage - 60%, body copy weightage- 40%) Size: 8cm X 12.5cm.

Task B

Make the final **Editorial Illustration** of a Newspaper article in remaining hours of the examination on $\frac{1}{2}$ imp. sheet.

Final Size: 16cm X 25cm (4 column X 25cm)

Medium: Mix media/ multi color

Note:

- Use $\frac{1}{2}$ imp paper for Task A and Task B

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Illustration - Paper - II

Date: 04th April & 07th April 2025

Day: Friday - Monday

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

Duration: 10 Hours

Marks: 30

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 be treated 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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Subject: Concept ART

Brief: "Puss in Boots"

Once upon a time, in a special little village, there lived a kind miller and his smart cat, Puss. The miller didn't have much, but he loved Puss very much and treated him like family.

One day, the miller got sick, and he had to leave Puss with his young son, Jack. Puss and Jack soon became the best of friends, and together, they tried their best to get by. One morning, as Jack was walking through the fields, Puss noticed a pair of fancy boots lying by a riverbank. He had an idea and brought the boots to Jack. "Put on these boots, my dear friend," Puss said with a sparkle in his eyes. "They will make you look like an important person, and people will treat you well." Jack was amazed as he put on the boots, and magically, they fit him perfectly. With Puss by his side, Jack put on the boots and set off for the neighbouring kingdom.

Puss told Jack his plan. "We will visit the king's castle, and I will tell him that you are the Marquis of Carabas, a great and noble lord." Jack was unsure, but he trusted Puss's cleverness. They arrived at the castle, where Puss approached the king with a bow. "Your Majesty," said Puss, "Allow me to introduce the Marquis of Carabas." The king was interested and invited Jack to join his court. Puss whispered to Jack, telling him to bow and

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speak nicely. As days passed, Jack, now the Marquis of Carabas, became a favourite of the king. Puss's wit and charm impressed everyone, and the kingdom admired Jack's new title. One day, Puss heard the king's carriage coming near a big wheat field. He quickly made a plan to impress the king even more. "Excuse me, Your Majesty," said Puss, "I have found a magical wheat field that can grow more wheat by itself. If you visit this field, you will be amazed." Curious, the king agreed to follow Puss. They reached the field owned by a mean ogre, but Puss was not scared. He cleverly convinced the ogre to turn into a mouse, and with a quick jump, he caught the ogre-mouse. The king was amazed by Puss's bravery and the magic of the wheat field. He rewarded Jack with land, riches, and even a grand castle.

With the king's blessing, Jack invited his father, the miller, to live in the castle with them. Puss, who had become a noble cat, lived happily with Jack and his family, enjoying the rewards of their adventures.

Task A:

Based on the above brief illustrate rough concept art visuals for this short animated film. When designing concept art for an animated film, it's crucial to consider the **character, background, props, environment, lighting, and the overall look and feel of the show.**

Minimum 4 rough concepts **Medium:** Pencil

Size of rough frame: 3 x 6 inches

Task B:

Complete the final finished Concept Art Design in the remaining time of examination.
Size of final frame: 6 X 12 inches (Horizontal)

Medium: Mix media

Note:

- Use multiple angles for better visualization.
- Maintain consistency with color palettes, shapes, and themes.
- Use 1/2 Imp paper for Task A and Task B

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Illustration - Paper - III

Date: 08th April 2025

Day: Tuesday

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

Duration: 05 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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- 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.
- 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.

Subject: Character Expression chart
Brief: "Puss in Boots"

Once upon a time, in a special little village, there lived a kind miller and his smart cat, Puss. The miller didn't have much, but he loved Puss very much and treated him like family.

One day, the miller got sick, and he had to leave Puss with his young son, Jack. Puss and Jack soon became the best of friends, and together, they tried their best to get by. One morning, as Jack was walking through the fields, Puss noticed a pair of fancy boots lying by a riverbank. He had an idea and brought the boots to Jack. "Put on these boots, my dear friend," Puss said with a sparkle in his eyes. "They will make you look like an important person, and people will treat you well." Jack was amazed as he put on the boots, and magically, they fit him perfectly. With Puss by his side, Jack put on the boots and set off for the neighbouring kingdom.

Puss told Jack his plan. "We will visit the king's castle, and I will tell him that you are the Marquis of Carabas, a great and noble lord." Jack was unsure, but he trusted Puss's cleverness. They arrived at the castle, where Puss approached the king with a bow. "Your Majesty," said Puss, "Allow me to introduce the Marquis of Carabas." The king was interested and invited Jack to join his court. Puss whispered to Jack, telling him to bow and speak nicely. As days passed, Jack, now the Marquis of Carabas, became a favourite of the

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king. Puss's wit and charm impressed everyone, and the kingdom admired Jack's new title. One day, Puss heard the king's carriage coming near a big wheat field. He quickly made a plan to impress the king even more. "Excuse me, Your Majesty," said Puss, "I have found a magical wheat field that can grow more wheat by itself. If you visit this field, you will be amazed. "Curious, the king agreed to follow Puss. They reached the field owned by a mean ogre, but Puss was not scared. He cleverly convinced the ogre to turn into a mouse, and with a quick jump, he caught the ogre-mouse. The king was amazed by Puss's bravery and the magic of the wheat field. He rewarded Jack with land, riches, and even a grand castle.

With the king's blessing, Jack invited his father, the miller, to live in the castle with them. Puss, who had become a noble cat, lived happily with Jack and his family, enjoying the rewards of their adventures.

Task:

Based on the above brief, design a **Character Expression Chart** for an animated short film.
(Expressions-Happy, Sad, Angry, Surprised, Fearful, Determined, -)
Any character with a minimum of four expressions.

Size: 8cm X 8 cm each

Medium: Mix media/multi color

Note:

No need to do rough, students can start the final directly.

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

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

Date: 2nd April & 3rd April 2025

Day: Wednesday-Thursday

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 be treated as a copy.
- Provides a concept brief on layout of a space, highlighting key zones, and incorporating annotations for accuracy and spatial organization on the right side of the paper.
- 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. branding elements, optimizing space distribution, and creating a welcoming environment

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.

Subject: Designing an Interior Space for Vodafone 5G Innovation Hub

Brief: Vodafone is at the forefront of revolutionizing connectivity with its cutting-edge 5G technology, bringing faster speeds, lower latency, and greater network capacity to users worldwide. As one of the pioneers in the global 5G rollout, Vodafone's innovation aims to transform industries and everyday life by unlocking new possibilities for communication, automation, and digital experiences.

Vodafone's 5G network enables ultra-fast data transfer, supporting technologies like augmented reality, virtual reality, smart cities, and autonomous vehicles. Businesses can leverage this technology for seamless remote operations, IoT integration, and improved productivity, while consumers benefit from buffer-free streaming, immersive gaming, and lightning-fast downloads.

Additionally, Vodafone is committed to creating sustainable and inclusive digital ecosystems. By enhancing connectivity in rural and urban areas alike, Vodafone's 5G empowers communities, drives digital transformation, and bridges the digital divide. The

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company continues to push boundaries, shaping the future of communication with its robust and innovative 5G infrastructure.

Task: Based on the given information above, design an interior space for **Vodafone 5G Innovation Hub**

Design Requirements:

- **Brand Identity:** The design should integrate **Vodafone's Logo** throughout the space to create a cohesive, branded experience.
- **Functionality:** The space must be functional, allowing for easy navigation between zones, while fostering engagement through interactive experiences.
- **Visitor Flow:** Ensure the space is designed to accommodate smooth transitions between different areas while managing crowd flow.
- **Technology Integration:** The space should feature digital displays, touchpoints for interaction, VR/AR experiences, and IoT applications to showcase the technological innovations.

Expected Elements:

1. **Area:** A welcoming space that guides visitors into the space, providing initial information on what they can expect to experience.
2. **Product Demonstration Zone:** A space dedicated to showcasing Vodafone's latest offerings such as 5G technology, broadband solutions, and IoT applications.
3. **Networking Lounge:** Comfortable seating for discussions, meetings, and informal networking opportunities.
4. **Information Kiosks:** Digital kiosks with touchscreens to provide additional information about Vodafone's products and services.
5. **Branding Elements:** Use of digital screens, banners, and dynamic lighting effects to create an engaging and branded environment.

Size: The floor area of the interior space is 1200 sq. ft. (40' length x 30' width x 12' height) one side open

Target audiences: Industry professionals, business executives, media, are expected to attend Vodafone's 5G, broadband, and IoT solutions event, and general people discussing new product announcements and developments.

Location: Stores in Metro cities.

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Notes:

- Draw colour Floor plan, in appropriate scale, measurements and units. Indicate traffic flow and all technical details
- Draw a **conceptual freehand perspective view**, with due attention to the exterior and main entrance along with 3D elements.
- Use the provided logo. Candidates can change the colour scheme of the logo as per the design.
- Use one single 1/2 Imperial paper for Plan, views and 3D elements.
- Credit will be given to concept development and planning, intelligent use of space, traffic flow, appropriate scaling and rendering.



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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

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

Date: 4th April & 7th April 2025

Day: Friday-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 be treated as a copy.
- List materials, finishes, and structural details for flooring, walls, ceilings, furniture, partitions, display units, and modular structures. Write in detail on the right side of the paper.
- 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.

Task:

- Refer to the plan you have designed in paper-I for "Vodafone 5G Innovation Hub" space for Marketing, and draw any two colored elevations (front and side) in appropriate scale, measurements and units.
- Also, draw any one 3D element separately which is established in the premise of the designed space.

Note:

- 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 ½ Imperial size for both elevations and stage elevation.

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

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

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

Date: 8th April 2025

Day: Tuesday

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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- 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.

Task:

- Refer to the plan you have designed on paper - I for the "Vodafone 5G Innovation Hub" interior space and draw a two-point freehand colour perspective from outside.
- Show a minimum of two human figures in your free-hand colour perspective.
- Also, render the thumbnail of the section view in freehand perspective in colour.

Note:

- 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.

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Photography, Paper - I

Date: 2nd April 2025

Day: Wednesday

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

Duration: 5 Hours

Marks: 10

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 be treated 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 = I

Duration: 5 Hours

Marks: 10

Subject: Everest Garam Masala

Brief: Everest is India's No.1 spice brand that offers a wide range of whole spices and blends. With over 52 years of experience, Everest maintains the best standards of purity, freshness, and authenticity in every pack. Everest's great taste of purity is backed by research, innovation, and technology.

Some of the products include:

- Everest Chaat Masala
- Everest Kitchen King Masala
- Everest Meat Masala
- Everest Special Masala

Ingredients of Garam Masala: Coriander powder, Chilli powder, Cumin, fennel, desiccated coconut, edible rice bran oil, cassia bark, bay leaf, common salt, dry ginger, turmeric powder, garlic, clove, black pepper, cardamom, black cardamom, poppy seeds.

Task A: Design a press layout for Everest Garam Masala by emphasizing the packaging for tabletop photography of the product.

Press Ad size: 20 cm x 25 cm.

Medium: Pencil Sketch

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Photography, Paper - II

Date: 3rd April 2025

Day: Thursday

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

Duration: 5 Hours

Marks: 10

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 be treated 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 - II

Duration: 5 Hours

Marks: 10

Subject: ELLE India (Magazine Article showing moods and emotions)

Brief: To demonstrate your ability to capture and convey different emotions and moods through your photographs.

Emotions and Moods:

1. Serenity

- Characteristics: Peaceful, calm, soothing
- Visual representation: Soft focus, gentle colors, natural environments (e.g., landscapes, gardens)

2. Nostalgia

- Characteristics: Sentimental, wistful, retro
- Visual representation: Warm colors, vintage items, soft lighting, muted tones

3. Joy

- Characteristics: Happy, vibrant, energetic
- Visual representation: Bright colors, dynamic compositions, playful textures, lively patterns

4. Melancholy

- Characteristics: Sad, reflective, contemplative

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- Visual representation: Muted colors, soft focus, solitary figures, desolate environments
- 5. Excitement
 - Characteristics: Energetic, vibrant, thrilling
 - Visual representation: Bold colors, dynamic compositions, fast-paced movements, dramatic lighting
- 6. Romance
 - Characteristics: Intimate, warm, sensual
 - Visual representation: Soft focus, warm colors, gentle lighting, romantic settings (e.g., candlelit dinners)
- 7. Suspense
 - Characteristics: Ominous, mysterious, tense
 - Visual representation: Dark colors, dramatic lighting, ominous shadows, unsettling environments
- 8. Wonder
 - Characteristics: Awe-inspiring, magical, enchanting
 - Visual representation: Vibrant colors, dramatic compositions, ethereal lighting, fantastical environments
- 9. Longing
 - Characteristics: Yearning, wistful, sentimental
 - Visual representation: Soft focus, muted colors, solitary figures, nostalgic settings
- 10. Euphoria
 - Characteristics: Elated, ecstatic, triumphant
 - Visual representation: Bright colors, dynamic compositions, lively textures, celebratory environments

These emotions and moods can serve as a starting point for your photography task. Feel free to explore and interpret them in your own unique way!

Task A:

- Design Magazine article with photos of 3 to 5 moods and emotions
- 1 Picture for each mood and emotion in Raw & Jpeg format.
- Article size: 40 cm x 25 cm horizontal
- Color: Pencil Sketch
- Important: Use only Two Light Setup

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

Logo of the magazine:

ELLE

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Photography, Paper - III

Date: 4th, 7th & 8th April 2025

Day: Friday, Monday & Tuesday

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

Duration: 15 Hours (in batches)

Marks: 60

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 be treated 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: 15 Hours

Marks: 60

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

Task B: Arrange a **Portrait/full figure** 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 students must follow the University timetable.
- Students must submit a well-composed, properly lighted Tabletop and Portrait/ full figure.
- **Copy and submit your Tabletop and Portrait/full figure 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_2025**).
- Submit **3 images** of each task in **Raw & JPEG** format.
- Digital Enhancement of the image is allowed in the presence of the supervisor.

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Lettering & Typography, Paper - I

Date: 2nd & 3rd April 2025

Day: Wednesday- Thursday

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

Duration: 10 Hours

Marks:30

Instructions:

- Type specimen books and photographic printed references are allowed after the first 2 ½ hrs. 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 be treated as a copy.
- Use ½ Imp sheet for paper-I.
- 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 - I

Duration: 10 Hours

Total Marks: 30

Subject: Create expressive typography by designing words inspired by the characteristics, textures, and application styles of various **color mediums** mentioned below.

1. **Brush Pen** – A flexible, ink-based medium that creates smooth strokes and dynamic thickness variations.
2. **Watercolor** – A fluid, translucent painting medium known for its soft gradients and layering effects.
3. **Wax Crayon** – A pigmented wax-based medium that allows bold colors and textured applications.
4. **Pencil Color** – A dry, layered medium used for soft shading, blending, and fine details.
5. **Poster Colour**– A richly pigmented, opaque paint that provides vibrant and smooth

Task A: Prepare a minimum of 1 rough option each using pencil for all 5 words mentioned above using expressive typography in a proportionately smaller size of the final size within the first 2 ½ hrs. of the examination on ½ imp. rough paper.

Task B: Render the final words using expressive typography from Task A in the remaining hours of the day on ½ imp. final paper.

Final size: x-height of each letter should be at least 1 inch.

Colour: Multicolour

Medium: Mix Medium

Note: Emphasis will be on the selection of appropriate typeface and rendering style both.

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Lettering & Typography, Paper - II

Date: 4th & 7th April 2025

Day: Friday- Monday

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

Duration: 10 Hours

Marks: 30

Instructions:

- Type specimen books and photographic printed references are allowed after the first 2 ½ hrs. Direct tracing is NOT allowed.
- Any type of alteration in the given size is not permissible.
- Incorporate both the tasks on the same side of ½ imp sheet.
- 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.
- 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: Create a logo design for the colour brand **Pigment Play** and a cover page design for the **Pigment Play A4 Grid Book**.

Brief: **Pigment Play** is a fun and expressive color brand designed for artists, students, and hobbyists who love to experiment with vibrant hues and bold strokes. Offering a diverse range of **watercolors, brush pens, pastels, acrylics, and markers**, **Pigment Play** encourages boundless creativity with high-quality, richly pigmented, and easy-to-use products. Perfect for both beginners and professionals, each color is crafted for smooth application, blending, and layering. **Non-toxic and eco-friendly**, **Pigment Play** transforms every brushstroke into an artistic adventure, making color exploration fun, expressive, and limitless!

Task A: Based on the brief given above, design a unique and expressive logo for the color brand "**Pigment Play**," capturing its dynamic, artistic, and creative essence. The logo should be distinctive, scalable and memorable.

Size: 5x5 inches (Horizontal paper)

Colour: Suitable

Medium: Mix media

Note:

- For final use the left side of the paper to render the logo on the ½ imp sheet, leaving a margin of 2.5 inches on the left of the paper.

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- Prepare **two colour roughs** of the logo in proportionately half size in the first 2 ½ hrs and render the final logo in the remaining hours of the day.

Task B: Design a cover page for the Pigment Play A4 Grid Book.

Brief: Pigment Play A4 Grid Book, a product tailored for artists, designers, and students who seek precision and creativity. This book features a variety of pages suitable for the application of different color mediums, including Brush Pen, Watercolor, Wax Crayon, Pencil Color, and Poster Colour.

The cover should reflect the brand's artistic essence by integrating words in expressive typography created in Paper-I while maintaining a structured layout that complements the purpose of a grid book.

Design mandates

Title: "A4 GRID BOOK- For Drawing"

Expressive Typography- Incorporate at least 3 expressive words created in Paper-I

Logo: Incorporate logo created in task A of Paper-II

Copy- Suitable to handle various color mediums

Size: 8.5" x 11" on ½ imperial sheet. (Use the same sheet used for Task A of paper-II)

Medium: Mix Media / Colour Ink / Poster Colour/ Water Colour **Colour:** Suitable

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Lettering & Typography, Paper - III

Date: 8th April 2025

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

Duration: 5 Hours

Day: Tuesday

Marks: 20

Instructions:

- Type specimen books and photographic printed references are allowed after the first 1 ½ 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 be treated 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.

Subject: Render the poem in a suitable Calligraphy style, either in Devanagari or Roman Script.

Symphony of Colors

OR

Crimson burns with passion bright,
Amber glows in the morning light.
Azure waves in skies so free,
Emerald leaves on dancing trees.

Violet hums a mystic tune,
Tangerine warms the afternoon.
Gold like stars in midnight's hue,
Blush of pink in petals new.

Ivory pure as winter's snow,
Charcoal deep in the shadows flow.
Colors paint the world so grand,
A magic touch by nature's hand.

रंगों की सरगम

लाल धधकता जोश भरे,
अंबर भोर सुनहरी करे।
नीला आकाश, खुला विहान,
हरा बाग, प्रकृति की जान।

वैंगनी गूंजे रहस्य भरी,
नारंगी दोपहर धूप खरी।
सुनहरा तारा रात सजाए,
गुलाबी फूलों में महक आए।

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सफेद हिम सा कोमल लगे,
काला अंधियारा चुपचाप जगे।

रंगों से दुनिया झिलमिल करे,
कला का हर रंग यहाँ बसे।

Task A: Choose one poem out of the two given above to prepare a coloured rough calligraphy composition in the actual size within the first 1 ½ hrs.

Task B: Render the final poem created in Task A in a suitable Calligraphy style, either in Devanagari or Roman Script in the remaining hours of the examination.

Final Size: 10" by 15" maximum on ½ Imperial Size Paper (Vertical)

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 and overall execution.

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Computer Graphics, Paper- I

Date: 2nd April 2025

Day: Wednesday

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

Duration: 5 Hours

Marks: 20

Instructions:

- Type specimen books and photographic printed references are allowed from the beginning. 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 be treated 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, CDs, Digital Cameras, Pen drives, Headphones, or any other musical instruments are PROHIBITED inside the examination hall.

Subject: Imagicaa entertainment destination.

Brief: Imagicaa is India's favorite themed entertainment destination. Also, it is a themed entertainment destination featuring multiple themed experiences, an on-premise hotel, unique characters, innovative and unique attractions, thrilling rides and shows, meeting spaces, and major events – it's a place for all seasons, all interests, and all ages. Imagicaa is the perfect weekend getaway which includes an International Standard theme park, a water park and a premium hotel. It's an India's first and only family holiday destination from Mumbai and Pune.

Imagicaa is also the perfect magical destination for theme weddings, from Bollywood to fairy-tale against the picturesque lagoon or The Imagicaa Capital castle; there are a host of interesting options to select. The destination offers entertainment, fun, adventure, dining, shopping and accommodation all at a single location. There's something interesting for every family – a new experience at every step and a thousand ways to have fun.

Book early for a 25% discount, explore the "Ghar Se Ghar Tak" packages for travel and tickets or enjoy Happy Tuesday or Wat-A-Wednesday deals for discounted tickets.

Task

- Create a **new logo** that will have a minimalist approach as well as an appropriate color palette for the given subject.
- New design should reflect the essence of the brand.
- Think about the animation, motion, etc. for the final output.
- Create the **logo by hand** with an **animatic storyboard** on **¼ imp paper**.

Total frames 8:

Story board Should be in the first 7 frames and the logo should be in the last frame.

Size: 8 cm (W) x 8 cm (H) each frame.

Medium: Mix Medium.

Note: no need to do rough, student can start directly final.

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination – 2025 (Revised Course)

Subject: Elective Computer Graphics, Paper – II

Date: 3rd April 2025

Day: Thursday

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

Duration: 5 Hours

Marks: 20

Instructions:

- Type specimen books and photographic printed references are allowed from the beginning. 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 be treated 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, CDs, Digital Cameras, Pen drives, Headphones, or any other musical instruments are PROHIBITED inside the examination hall.

Brief: A web banner is a type of online advertisement or graphic element displayed on a website to promote a product, service, or brand. It is often placed at the top or within a webpage and can be a static image, an animated graphic, etc. Web banners typically include a combination of visual elements and text.

Imagicaa is currently showing new discount offers for weekday or travel fares through its website. The advantages are mentioned below. **Key Features:**

- Discount offer- "Ghar Se Ghar Tak" packages for travel and tickets
- 25% off on Happy Tuesday or Wat-A-Wednesday deals
- Feel the magical adventure
- Adventure and saving

Task

Design a **Web banner** based on a brief with an animatic storyboard of 5 frames for 'Imagicaa' with a 'Book Now' button along with the use of a logo which was created in Paper- I. Use essential elements and appropriate visuals to support copy & concept on ¼ Imp paper.

Design Essentials:

- **Headline:** Imagicaa the full of adventure or create your own
- **Appropriate visual**

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- Redesigned Logo
- 'Book Now' clickable button
- Key Features

Size: 15 cm (W) x 5.5 cm (H) (dimensions are approximately equivalent to pixels) each frame

Color: Multicolor

Note:

- No need to do rough, students can start directly final.
- Use a single $\frac{1}{4}$ imp. sheet for the rough and final.

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UNIVERSITY OF MUMBAI
Fourth (Final) Year B.F.A. (Applied Art)
Practical Examination - 2025 (Revised Course)

Subject: Elective Computer Graphics, Paper - III

Date: 4th, 7th & 8th April 2025

Day: Friday, Monday & Tuesday

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

Duration: 15 Hours

Marks: 40

Instructions:

- Type specimen books and photographic printed references are allowed from the beginning. 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 be treated 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, CDs, Digital Cameras, Pen drives, Headphones, or any other musical instruments are PROHIBITED inside the examination hall.

Task A: Create a final Digital Artwork and Animation of the Logo & Web banner which has been done in **Paper I** and **Paper II** with appropriate digital design and animation software on provided computers in a given size.

- Logo size for animation: 10 cm x 10 cm
- Web Banner size for animation: 40 cm x 15 cm

Colour: RGB

Task B: Design and animate an Instagram 3 swipe post for 'Imagicaa' for discount offers. Page will include entire content of web banners in a different look and feel on a computer in the remaining time of the examination. (no need to do rough by hand)

Size for Post: 14cm (W) x 17.5cm (H) (dimensions are approximately equivalent to pixels)

Colour: RGB

Note:

- Students are not allowed to use any kind of internet or hotspot.
- Students are not allowed to connect any external drive in the absence of a supervisor.
- Students can use digital references but they have to copy it on the provided computer in the presence of the supervisor.

Save your digital file in JPG format as well as GIF format with your university seat no and the media name in a single folder.

Example:

Folder name: 0012

File names: 0012 logo, 0012 web banner, 0012 insta post

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Time: 3 Hours

Marks :80

1. Please check whether you have got the right question paper.
 2. All Questions carry equal marks. 16 marks each.
 3. Attempt any five questions.
 4. Draw sketches to support the answer if necessary.
-

Q1. Discuss the steps of Market Research. What role does it play in Campaign Planning?
(16 Marks)

Q2. How has Indian culture affected current advertising?
(16 Marks)

Q3. What are the social responsibilities of advertising? Site appropriate examples to explain the answer.
(16 Marks)

Q4. Explain in details how media planning is done for a campaign.
(16 Marks)

Q5. Write short notes on any TWO of the following: (8 Marks each; Total 16 Marks)
(A) PR Advertising
(B) Distribution Channels
(C) Commercialization of Culture

Q6. 'Marketing tricks and techniques' help in increasing the sale in the new launch of product/service and in the later promotions too – elaborate.
(16 Marks)

वेळ : ३ तास

गुण: ८०

1. कृपया तुम्हाला योग्य प्रश्नपत्रिका मिळाली आहे का ते तपासा.
2. सर्व प्रश्नांना समान गुण आहेत. प्रत्येकी 16 गुण.
3. कोणतेही पाच प्रश्न लिहण्याचा प्रयत्न करा.
4. आवश्यक असल्यास उत्तराचे समर्थन करण्यासाठी स्केचेस काढा.

प्रश्न १. मार्केट रिसर्चच्या पायऱ्यांवर चर्चा करा. मोहीम नियोजनात त्याची भूमिका काय आहे? (१६ गुण)

प्रश्न २. भारतीय संस्कृतीचा सध्याच्या जाहिरातींवर कसा परिणाम झाला आहे? (१६ गुण)

प्रश्न ३. जाहिरातींच्या सामाजिक जबाबदाऱ्या काय आहेत? उत्तर स्पष्ट करण्यासाठी साइटवर योग्य उदाहरणे द्या. (१६ गुण)

प्रश्न ४. मोहिमेसाठी मीडिया नियोजन कसे केले जाते ते तपशीलवार स्पष्ट करा. (१६ गुण)

प्रश्न ५. खालीलपैकी कोणत्याही दोन गोष्टींवर लहान नोट्स लिहा: (एकूण 16 गुण; प्रत्येकी 8 गुण)

(अ) पीआर (PR) जाहिरात

(ब) वितरण चॅनेल

(क) संस्कृतीचे व्यापारीकरण

प्रश्न ६. उत्पादन/सेवेच्या नवीन लाँचमध्ये आणि नंतरच्या जाहिरातींमध्येही 'मार्केटिंग युक्त्या आणि तंत्रे' विक्री वाढविण्यास मदत करतात - तपशीलवार सांगा. (१६ गुण)
