

22/7/22



Vishnu Waman Thakur Charitable Trust's

VIVA INSTITUTE OF APPLIED ART

(Approved by A. I. C. T. E., Affiliated to University of Mumbai)

Shirgaon, Virar East, Palghar 401305

TERMINAL EXAMINATION 1YR- BFA APPLIED ART, 2021-22

DATE: 05/04/2022

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

SUBJECT: DRAWING

DAY: Tuesday

DURATION: 5 hours

MARKS: 100

NOTE:

- Candidates must make scribbles in the first Half hour.
- Do the same angle for the final.
- Any change in Final size is not permissible.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

QUESTION: Draw a realistic full figure from the model posed in front of you & Render it in Graphite Pencil.

MEDIUM: Graphite Pencil.

PAPER: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork.

Important Notes:

- Credit will be given to proportionate drawing of Human figures & their anatomy & use of appropriate rendering style & the effective use of medium.
- Importance will also be given to overall neatness in presentation.



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TERMINAL EXAMINATION I 1YR- BFA APPLIED ART, 2021-22

DATE: 06/04/2022

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

SUBJECT: NATURE AND OBJECT DRAWING

DAY: Wednesday

DURATION: 5 hours

MARKS: 100

INSTRUCTIONS:

- Candidates must make pencil scribbles of TWO different compositions in the first ONE HOUR.
- Do the same angle for the final.
- Any change in Final size is not permissible.
- Credits will be given to the composition of manmade object & natural specimen, proportionate drawing, finishing & medium handling. Importance will also be given to overall neatness in presentation.
- **Digital or electronic devices are STRICTLY PROHIBITED** inside the examination hall.

QUESTION: Draw an interesting composition of a given Manmade object & Natural specimen & render it in realistic manner in the given medium.

SUBJECT: Real Fruit Juice Koolerz Mango & Mango leaf

MEDIUM: Poster colors

PAPER: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork.



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TERMINAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 07/04/2022

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

SUBJECT: 2D DESIGN & COLOUR

DAY: Thursday

DURATION: 5 hours

MARKS: 100

NOTE:

- Prepare at least 2 roughs in the size 4 x 3 inches, get one signed by the supervisor on any one of your choice within the first hour & start the final.
- Credits will be given to good composition, appropriate colour scheme, medium handling, neatness, & overall finishing.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

QUESTION: Prepare a 2D Design on the given subject

SUBJECT: Marine Life

SIZE: 8" (W) x 6"(H)

Color Scheme: Appropriate to subject

Medium: Poster Color

PAPER: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork.



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TERMINAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 08/04/2022

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

SUBJECT: GRAPHIC DESIGN

DAY: Friday

DURATION: 5 hours

MARKS: 100

NOTE:

- Prepare 2 rough colour visuals in proportionately smaller size and get one signed by the supervisor within the first one hour.
- Candidates are allowed to refer type specimen books & printed references, only no direct tracing is allowed from such references.
- Credit will be given to Interpretation of brief and thought, good composition, Proper use of typefaces, good finishing, and relevant colour scheme, neat & clean work.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

Question: Design a logo and symbol for Himalaya Herbals

Brief : Himalaya Drug Company is an Indian multinational pharmaceutical company established by Mohammed Manal in 1930 and based in Bengaluru, Karnataka, India. It produces health care products under the name Himalaya Herbal Healthcare whose products include ayurvedic ingredients. The vision is to bring the traditional Indian science of Ayurveda to society in a contemporary form. We consolidated our portfolios in Pharmaceuticals, Personal Care, BabyCare, Himalaya FOR MOMS, Wellness, and Animal Health.

Size: 6"(W) x 4"(H) or 6" x 6" (the composition should not exceed this size)

Medium: Poster colors | **Colour Scheme:** Suitable maximum 4 flat colours

Paper: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork.



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TERMINAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 11/04/2022

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

SUBJECT: TYPOGRAPHY & CALLIGRAPHY (Part -1)

DAY: Monday

DURATION: 5 hours

MARKS: 50

NOTE:

- Candidate must make rough in the first 1 hour and take a signature before proceeding to final artwork
- Type Specimen books & printed references are allowed from the beginning but direct tracing from such references is not allowed.
- Any type of alteration in the given final size is not permissible.
- Credit will be given to appropriate composition, finishing and overall look.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

Question: Construct the phrase given below using typography in serif and san-serif font.

Content: I LOVE INDIA

Size: Cap height of the letter should be 2 inches

Paper: ¼ Imperial Cartridge Sheet for rough, ¼ Imperial Indian TK sheet/Ivory for final artwork.

Medium: Black ink or Black Poster Color



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TERMINAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 12/04/2022

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

SUBJECT: TYPOGRAPHY & CALLIGRAPHY (Part -2)

DAY: Tuesday

DURATION: 5 hours

MARKS: 50

NOTE:

- Candidates must make rough scribble in the first 1 hour.
- Credits will be given to good composition, correct use of calligraphy style, use of calligraphy tools, grace, finishing & overall look.
- Neat And clean work is expected.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

Question: Write the following text in Roman Or Devanagari script in any calligraphy style.

Content:

1. "Accept yourself, love yourself,

and keep moving forward.

If you want to fly,

you have to give up

what weighs you down."

– Roy T. Bennett,

2. हिरवे हिरवेगार गालिचे,

हरित तृणाच्या मखमालीचे,

त्या सुंदर मखमालीवरती,

फुलराणी ती खेळत होती

– बालकवी

Paper: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork

Medium: Black ink or Multicolour inks



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1st YEAR- BFA APPLIED ART, 2021-22

Terminal Examination

DATE: 13/04/2022

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

SUBJECT: Layout

DAY: Wednesday

DURATION: 5 hours

MARKS: 100

NOTE:

- Prepare 2 rough visuals in proportionately smaller size in pencil, get one signed by the professor within the first one hour & colour selected rough.
- Students are allowed to refer type specimen books & printed references once the rough gets signed. Direct tracing from such references are strictly not allowed.
- Credit will be given to neat alignment, good composition, proper use of typefaces, relevant colour scheme, finished & clean work.
- Any Digital or Electronic device such as Mobile phone, Laptop, CD, Digital Camera, Pen drive, Headphones or any other musical instrument is STRICTLY PROHIBITED inside the examination hall.

Question: Prepare a layout for Press Advertisement.

Brief: Réal Fruit Power Mango is the ultimate indulgence. It's thick, and so full of mangoes that every sip is like biting into the sumptuous fruit itself. The best part is that even when the king of fruits has retired for the season the goodness and joy of Mangoes continues to live on in households across India, thanks to Réal Fruit Power Mango. Poured over cubes of ice, mixed with milk into a shake or sipped straight from the pack, it never ceases to delight.

The health benefits of Mango Juice are well known, especially for replenishing energy lost during exercise or strenuous physical work. Réal Fruit Power Mango is a fun way to give your child all the energy he needs to perform his tasks, and still be ready for more. What's more, this goodness of mangoes comes with No Added Preservatives or colours. Just Real. Mango juice is loved across all age - groups and especially kids are its biggest. The famous mango juice, high in vitamins, is also India's favorite fruit juice drink.

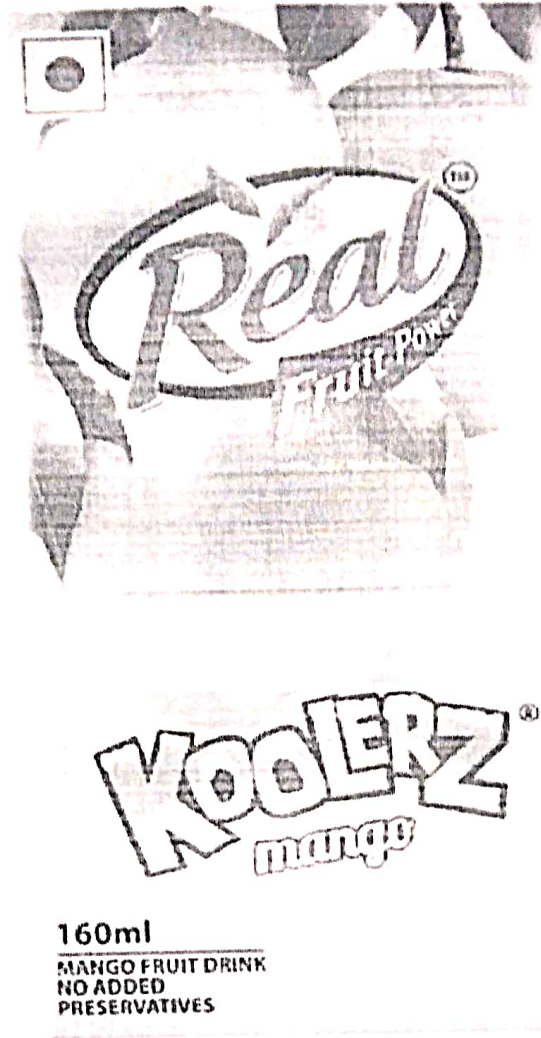
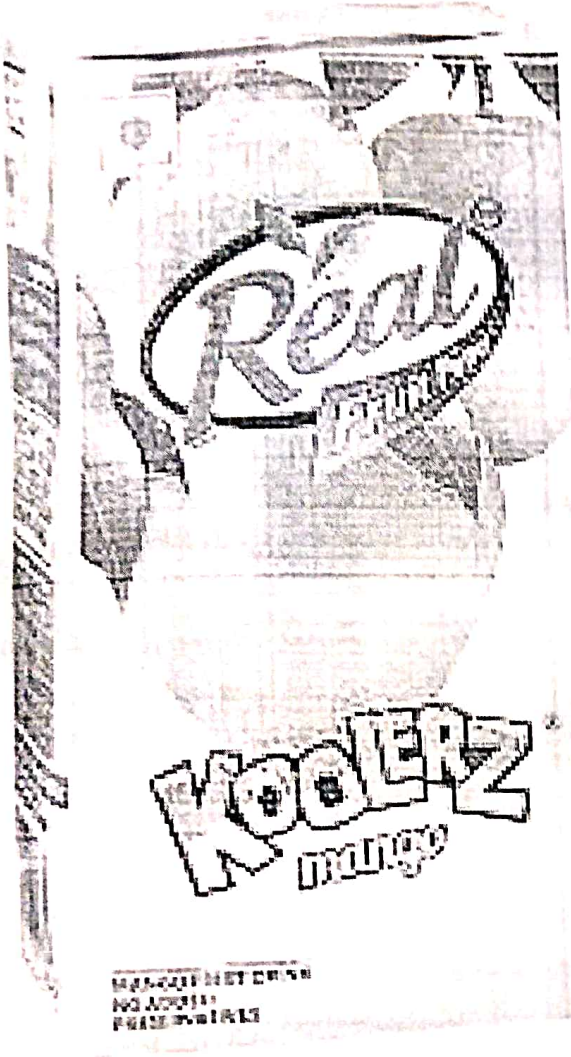
The Design Requirement:

- **Headline:** Summer ka booster dose or The Real Mango power or Create your own
- **Appropriate Visual**
- **Product (Mandatory)**
- **Existing Logo 'Real Fruit Power'**
- **Body Copy:**

Size: 20 cm (w) x 25 cm (h)

e for rough: 15 (w) x 20 (h)

edium: Multi colour





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TERMINAL EXAMINATION I 1YR- BFA APPLIED ART, 2021-22

DATE: 01/04/2022

TIME: 9:30am to 12:30pm

SUBJECT: ADVERTISING ART AND IDEA

DAY: Friday

DURATION: 5 hours

MARKS: 100

is:

- All questions carry equal marks.

Question 1: Establish the connection Between the Headline and Baseline in detail.

Question 2: Describe Contents of Print Advertisement with its functions.

Question 3: Write In detail about any Television Advertisement that you have liked and why have you liked the same?

Question 4: A detail Note on any Two :

- a) Reminder Media
- b) Indoor Media
- c) Awareness Media



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TERMINAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 04/04/2022

TIME: 9:30am to 12.30pm

SUBJECT: HISTORY OF VISUAL COMMUNICATION

DAY: Monday

DURATION: 3 hours

MARKS: 100

Notes:

- All questions carry equal marks.
- Sketches are necessary.

Question 1: Explain Encoding and Decoding in detail and its role in communication

Question 2: Explain the role of Visual Communication in Advertising

Question 3: What is Visualization? Explain the role of Five senses in Visualization

Question 4: Write a detail note on any two :

- a) Role of Feedback in Communication
- b) Primary steps of Communication
- c) What is Visual Communication



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ANNUAL EXAMINATION |1YR- BFA APPLIED ART, 2021-22

21/7/22

DATE: 29-JUNE-2022

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

SUBJECT: DRAWING

DAY: Wednesday

DURATION: 5 hours

MARKS: 80

NOTE:

- Candidates can make scribbles in the first Half hour.
- Do the same angle for the final.
- Any change in Final size is not permissible.
- Credit will be given to proportionate drawing of Human figure, detailed study of organs, drawing of costume & drapery, tonal values, medium handling & overall look.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

QUESTION: Draw a realistic full figure from the model posed in front of you & Render it in colour.

MEDIUM: Postre colour or Water colour

PAPER: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork.



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ANNUAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 30-JUNE-2022
TIME: 9:30am to 3:00pm (12.30pm-1.00pm break)
SUBJECT: NATURE AND OBJECT DRAWING

DAY: Thursday
DURATION: 5 hours
MARKS: 80

NOTE:

- Candidates can make pencil scribbles of different compositions in the first ONE HOUR.
- Do the same angle for the final.
- Any change in Final size is not permissible.
- Credits will be given to the composition of manmade object & natural specimen, proportionate drawing, finishing & medium handling. Importance will also be given to overall neatness in presentation.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

QUESTION: Make a drawing of an interesting composition of a given Manmade object & Natural specimen & render it in realistic manner in the given medium.

SUBJECT: Amul Masti Chaas, Ginger & Coriander

MEDIUM: Poster colors

PAPER: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork.



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ANNUAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 01-JULY-2022

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

SUBJECT: 2D DESIGN & COLOUR

DAY: Friday

DURATION: 5 hours

MARKS: 80

NOTE:

- Prepare at least 2 Colour roughs in the size 4 x 4 inches, get one signed by the supervisor on any one of your choice within the first hour & start the final.
- Credits will be given to good composition, appropriate colour scheme, medium handling, neatness & overall finishing.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

QUESTION: Prepare a 2D Design on the given subject

SUBJECT: Rainy season (Monsoon)

SIZE: 8" x 8"

Color Scheme: Appropriate to subject

Medium: Poster Color

PAPER: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork.



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ANNUAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 04-JULY-2022

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

SUBJECT: GRAPHIC DESIGN

DAY: Monday

DURATION: 5 hours

MARKS: 80

NOTE:

- Prepare 2 rough colour visuals in proportionately smaller size and get one signed by the supervisor within the first one hour.
- Candidates are allowed to refer type specimen books & printed references, only no direct tracing is allowed from such references.
- Credit will be given to Interpretation of brief and thought, good composition, Proper use of typefaces, good finishing, and relevant colour scheme, neat & clean work.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

Question: Design a logo and symbol for KIDZEE

Brief :With over 1900+ pre-schools in more than 750 cities across the country, Kidzee is the largest pre-school chain in Asia. Kidzee has touched the lives of more than 900,000 children since its inception in 2003 . It lays before a child's diverse pathways. With keen observation, a note is made of the preferred learning style of each child. Once this is concluded, activities are built around his/her preferred learning style. This approach ensures that no pressure is enforced on the child and hence they grow at their own pace. The child learns HOW to think rather than WHAT to think.

Size: 6"(W) x 4"(H) or 6" x 6" (the composition should not exceed this size)

Medium: Poster colors | **Colour Scheme:** Suitable maximum 4 flat colours

Paper: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork.



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ANNUAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 05-JULY-2022

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

SUBJECT: TYPOGRAPHY & CALLIGRAPHY (Part -1)

DAY: Tuesday

DURATION: 5 hours

MARKS: 40

NOTE

- Candidates must make rough in the first 1 hour and take a signature before proceeding to final artwork.
- Type Specimen books & printed references are allowed from the beginning but direct tracing from such references is not allowed.
- Any type of alteration in the given final size is not permissible.
- Credit will be given to appropriate composition, finishing and overall look.
- **Digital or electronic devices are STRICTLY PROHIBITED inside the examination hall.**
-

Question: Express any Two words mentioned below using Typography.

Content: WAVE/ WALL /FIRE /MELT/TANGLED

Size: Cap height of the letter should be 2 inches

Paper: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork.

Medium: Poster Colour

Colour : Multicolour



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ANNUAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 06-JULY-2022

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

SUBJECT: TYPOGRAPHY & CALLIGRAPHY (Part -2)

DAY: Wednesday

DURATION: 5 hours

MARKS: 40

NOTE:

- Candidates must make rough scribbles in the first 1 hour.
- Credits will be given to good composition, correct use of calligraphy style, use of calligraphy tools, grace, finishing & overall look.
- Neat And clean work is expected.
- Digital or electronic devices are STRICTLY PROHIBITED inside the examination hall.

Question: Write the following text in Roman Or Devanagari script in any calligraphy style. Students can use any calligraphic tool for the same

Content: सागर

आवडतो मज अफाट सागर अथांग पाणी निळे
निव्याजांभव्या जळात केशर सायंकाळी मिळे
फेसाफुलांचे सफेद शिंपित वाटेवरती सडे
हजार लाटा नाचत येती गात किनाऱ्याकडे
- कुसुमाग्रज

Still I Rise

You may write me down in history
With your bitter, twisted lies,
You may trod me in the very dirt
But still, like dust, I'll rise.

-MAYA ANGELOU

Paper: ¼ imperial Cartridge Sheet for rough, ¼ imperial Indian TK sheet/Ivory for final artwork

Medium: Black ink or Multicolour inks

Size : Should not Exceed than 8 inches x 11 Inches. (Vertical or Horizontal)



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ANNUAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 07-JULY-2022

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

SUBJECT: LAYOUT

DAY: Thursday

DURATION: 5 hours

MARKS: 80

NOTE:

- Two rough visuals should be made in the first 1 hour and choose any one of them, get it signed by the examiner.
- Type Specimen books & printed references are allowed after 1 hour but direct tracing from such references is not allowed.
- Credits will be considered: 1) Space division, design skills 2) Use of typefaces, Layout and finishing.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

QUESTION: Design a 100cc press ad for Tetley Green Tea

BRIEF: Tetley Tea maintains a tradition of quality that began over 180 years ago. The company has since grown to become one of the world's most loved tea brands and is now enjoyed in India by some of its most prestigious tea connoisseurs. See how Tetley has grown in India since its inception in 1837.

Content for Design:

Headline: Din ki healthy Shurvaat. Or Stay fit with Tetley. Or Create your own

Baseline: Your immunity partner

Copy: Tetley Green Tea is undoubtedly an excellent source of antioxidants. All the goodness now comes with the immunity power of added Vitamin C with the new Tetley Green Tea Immune Range. While antioxidants help cleanse your body from within, Vitamin C helps support your body's immune system.

Appropriate Visual, Existing logo & website: www.tetley.in

Size : 4 column (20 cm) x 25 cm

Rough : Proportionally smaller size

Orientation: Vertical

Medium : Poster Colour





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ANNUAL EXAMINATION I 1YR- BFA APPLIED ART, 2021-22

DATE: 28 JUNE 2022

TIME: 9:30am to 12:30pm

SUBJECT: ADVERTISING ART AND IDEA

DAY: Tuesday

DURATION: 3 hours

MARKS: 80

Notes: Digital or electronic devices are STRICTLY PROHIBITED inside the examination hall.

Attempt any FIVE questions

All questions carry equal marks

Q 1) Write in detail about Consumer durable products and Daily consumer products

Q 2) What are Social Issues and which media are used for these?

Q 3) What is Segmentation? Explain the Psychographic segmentation in detail.

Q 4) Write a detail note on any ONE of the following

a) Awareness Media

b) Product Advertising

c) Visual and Text in Advertisement

Q 5) Write about any Television Advertisement liked by you and mention why have you liked the same

Q 6) Compare Indoor and Outdoor Media.



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ANNUAL EXAMINATION | 1YR- BFA APPLIED ART, 2021-22

DATE: 08-JULY-2022

TIME: 9:30am to 12.30pm

SUBJECT: HISTORY OF VISUAL COMMUNICATION

DAY: Friday

DURATION: 3 hours

MARKS: 80

Notes: Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

Attempt any FIVE questions

All questions carry equal marks

Sketches are necessary

Q 1) Write in detail about Gestures and also mention about the use of gestures in certain Logos
Give four examples.

Q 2) Write in detail about Role of mind and five senses

Q 3) Write in detail about Universal symbols . Where are these placed?

Q 4) Write a detail note on any ONE of the following

d) Surrounding and Subject

e) Role of Feedback in communication

f) History of Paintings

Q 5) Write about Sound signals and visual signals Natural and Man-made

Q 6) Write about Visual Communication in day to day life.