



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

ANNUAL EXAMINATION | FIRST YEAR B.F.A. APPLIED ART, 2022-23

DATE: 02/05/2023
TIME: 9:30am to 3:00pm (12.30pm-1.00pm break)
SUBJECT: Layout

DAY: Tuesday
DURATION: 5 hours
MARKS: 80

NOTE:

- Prepare 2 colour roughs in proportionately smaller size, get one signed by the supervisor within the first one hour.
- Candidates are allowed to refer to type specimen books and printed references after rough work signed by the supervisor, no direct tracing is allowed from such references.
- Credit will be given to neat alignment, good composition, and 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 a Press Advertisement for 'BRITANNIA Good Day Biscuit'.

Brief: Britannia is among the most trusted food brands, and manufactures India's favorite brands like Good Day. Britannia is among the most trusted food brands, and manufactures India's favorite brands like Good Day, Tiger, NutriChoice, Milk Bikis and Marie Gold which are household names in India. Britannia's product portfolio includes Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk and Yoghurt. Britannia is a brand which many generations of Indians have grown up with and our brands are cherished and loved in India and the world over. Britannia products are available across the country in close to 5 million retail outlets and reach over 50% of Indian homes.

The Design Requirement:

- **Headline:** Smile that makes it a Good Day! or Truly Magical Taste with Fun or Create your own.
- **Appropriate Visual**
- **Product :** Use existing Product
- **Existing Logo 'BRITANNIA Good Day Biscuit'**
- **Body Copy:** It's a Smile that makes it a Good Day! The smaller joys of life that can brighten up one's life everyday often get ignored in the pursuit of larger joys. With its tagline of "Har cookie mein kayi Smiles." Good Day will act as an enabler in enjoying all those small moments in everyday life!
- **Website:** <https://www.hrverify@britindia.com>

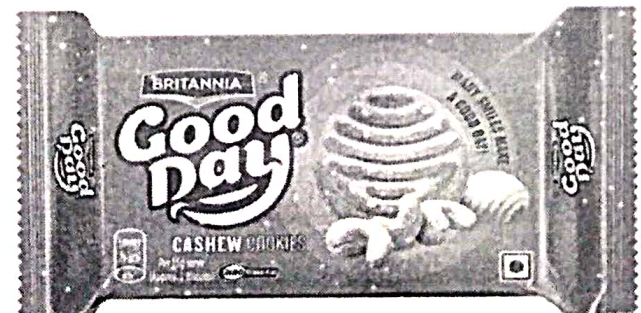
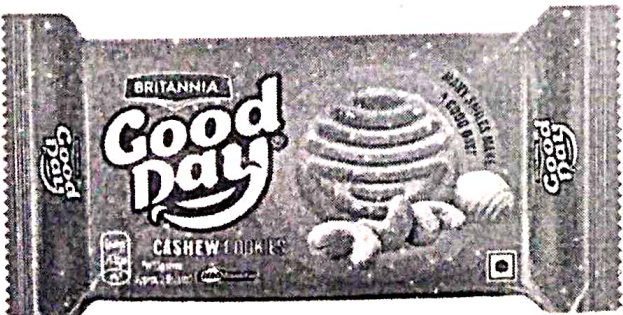
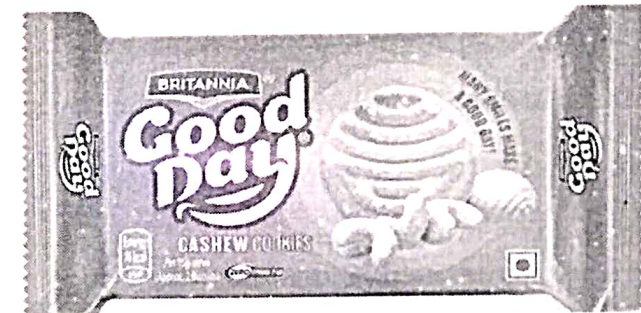
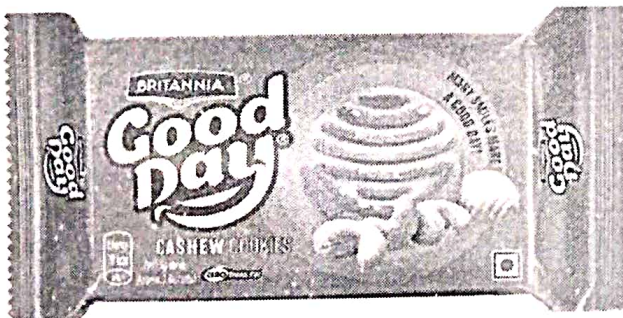
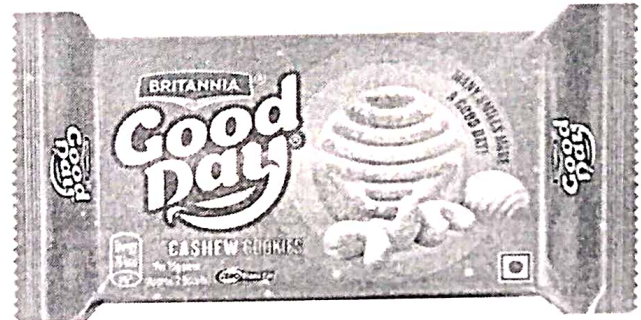


Size: 4 column X 25 cm (Vertical)

Medium: Poster colour.

Size for rough: 10 cm X 12.5 cm (Vertical)

Medium: Poster colour.





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ANNUAL EXAMINATION I FIRST YEAR B.F.A. APPLIED ART, 2022-23

DATE: 27/04/2023

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

SUBJECT: TYPOGRAPHY & CALLIGRAPHY (Part -I)

DAY: Thursday

DURATION: 5 hours

MARKS: 40

NOTE:

- 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.

1. Decorative
2. Flexible
3. Electric
4. Sprinkle
5. Sparkling

Size: For Letters 2" to 3" height and length appropriate to the word.

Medium: Black ink or Black Poster Color

Note: Thoughtful alignment, spacing, selection of size is expected. Finishing of typeface is also considered a high priority. Neat and clean work is expected.

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



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ANNUAL EXAMINATION | FIRST YEAR B.F.A. APPLIED ART, 2022-23

DATE: 28/04/2023

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

SUBJECT: TYPOGRAPHY & CALLIGRAPHY (Part -II)

DAY: Friday

DURATION: 5 hours

MARKS: 40

NOTE:

- Prepare 2 rough scribbles and get one signed by the supervisor within the first one hour.
- Candidates are allowed to refer to type specimen books and printed references after rough work signed by the supervisor, no direct tracing is allowed from such references.
- 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: Students write the following text in Roman and Devanagari calligraphy style that you have learned. Students can use any calligraphic tool for the same.

Devanagari:

त्वमेव माता च पिता त्वमेव । त्वमेव बन्धुश्च सखा त्वमेव ।
त्वमेव विद्या द्रविणम् त्वमेव । त्वमेव सर्वम् मम देव देव ॥

Roman:

You are my mother and my father.
You are my family and friend.
You are my knowledge and my wealth.
You are my All, God of Gods!

SIZE: ¼ size paper.

Color Scheme: Black ink or Black Poster Color

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



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ANNUAL EXAMINATION | FIRST YEAR B.F.A. APPLIED ART, 2022-23

DATE: 26/04/2023

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

SUBJECT: GRAPHIC DESIGN

DAY: Wednesday

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 and start the final.
- Candidates are allowed to refer to type specimen books and printed references after rough work signed by the supervisor, no direct tracing is allowed from such references.
- Credit will be given to interpretation of brief 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 Saregama India Ltd.

Brief: Saregama India Ltd. is India's oldest music label, youngest film studio and a multi-language TV content producer. In 1902, Saregama released India's first ever studio recorded song. Over the last few decades, the company forayed into retailing music through physical and digital mediums such as CDs, iOS & Android based apps and usb based thematic music cards. The music catalogue of Saregama is officially available across various domains for audiences to consume.

The Design Requirement:

- **Union of symbol & logo: Saregama India Ltd.** (*logo will have Title Text Saregama India Ltd. & Symbol can be interpreted by understanding the brief given above*)

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

Size for rough: 4"(W) x 4" (H)

Medium: Suitable 4(flat) poster colours only.

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



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ANNUAL EXAMINATION I FIRST YEAR B.F.A. APPLIED ART, 2022-23

DATE: 25/04/2023

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

SUBJECT: 2D DESIGN & COLOUR

DAY: Tuesday

DURATION: 5 hours

MARKS: 20

NOTE:

- Prepare at least 2 roughs proportionally smaller (in the size 4" x 4"), get one signed by the supervisor on any one of your choice within the first one hour and start the final.
- Candidates are allowed to refer to type specimen books and printed references after rough work signed by the supervisor, No direct tracing is allowed from such references.
- 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 suitable 2D-Design with the help of following elements which can be used in advertising media.

SUBJECT: "BOAT- Stone 1000 Wireless Speakers".

ELEMENTS OF 2-D DESIGN: Tabla, Harmonium, Flute, Guitar, Trumpet, Sitar, Dhol and Mridangam
(Any 5 or 6 elements)

SIZE: 8" (W) x 8" (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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ANNUAL EXAMINATION | FIRST YEAR B.F.A. APPLIED ART, 2022-23

DATE: 24/04/2023

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

SUBJECT: NATURE AND OBJECT DRAWING

DAY: Monday

DURATION: 5 hours

MARKS: 80

NOTE:

- Candidates must make pencil scribbles of two different compositions, get one signed by the supervisor on any one of your choice within the first one hour and start the final.
- Keep the angle same for the final rendering as rough sketches.
- Any change in final size is not permissible.
- Credit 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: Active Wheel cloth washing bar and Lemon.

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 | FIRST YEAR B.F.A. APPLIED ART, 2022-23

DATE: 21/04/2023

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

SUBJECT: DRAWING

DAY: Friday

DURATION: 5 hours

MARKS: 80

NOTE:

- Candidates must make a rough sketch in the first Half hour.
- Keep the angle same for the final rendering as rough sketches.
- Any change in Final size is not permissible.
- **Digital or electronic devices are STRICTLY PROHIBITED inside the examination hall.**

QUESTION: Draw a full figure from a model posed in front of you and render it in colour in a realistic manner.

MEDIUM: Poster Colour, Watercolor or Mixmedia.

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

Important Notes:

- Credit will be given to a proportionate drawing of a human figure, anatomy, appropriate use of the rendering style and the effective use of medium.
- Importance will also be given to overall neatness in presentation.



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DATE: 20/04/2023

TIME: 9:30am to 12:30pm

SUBJECT: HISTORY OF VISUAL COMMUNICATION

DAY: Thursday

DURATION: 3 hours

MARKS: 80

Notes:

Solve Any Five questions of the following.
All questions carry equal marks.
Illustrations to support your answers are necessary.

- Q. 1 State the functions of Five sense organs along with the brain & mind in terms of Visual Communication.
- Q. 2 What is Dance? Write in detail about three main Dancing forms in India.
- Q. 3 Explain the Formula of communication & why feedback is important in communication.
- Q. 4 Gestures & Body language contribute to effective communication. Justify.
- Q. 5 Write in brief about History of Indian Art.
- Q. 6 What do you understand by Visual Communication? Explain the different forms of Visual communication
- Q. 7 Write detailed notes on Any Two of the following.
 - a. Elements of Art
 - b. Pictographs
 - c. Technical Gestures
 - d. 'Picture speaks a thousand words.' Justify.

सूचना:

खालील पैकी कोणत्याही पाच (५) प्रश्नांची सविस्तर उत्तरे लिहा.
सर्व प्रश्नांना समान गुण आहेत. अंतर्गत पर्याय उपलब्ध असतील तेथे नमूद केले आहे.
उत्तरांना पुष्टी देण्यासाठी आकृत्या आवश्यक आहेत.

- Q.1 (व्हिज्युअल कम्युनिकेशन) दृक संवादाच्या बाबतीत मेंदू आणि मन यांच्या संयुक्त कार्याने पाच ज्ञानेंद्रिये परस्परांसोबत कशी कार्य करतात?
- Q. 2 नृत्य म्हणजे काय? तीन प्रकारच्या भारतीय नृत्य प्रकारांविषयी माहिती द्या.
- Q. 3 संवादप्रक्रीयेचे समीकरण स्पष्ट करा. संवादाला प्रतिसाद आवश्यक असतो ते लिहा.
- Q. 4 हातवारे आणि देहबोली ही संवादाच्या परिणामकारकते मध्ये महत्वाची भूमिका बजावतात. विवेचन करा.
- Q. 5 भारतीय कलेविषयीचा इतिहास थोडक्यात स्पष्ट करा.
- Q. 6 दृक-संवाद म्हणजे काय? दृक-संवादाचे विविध प्रकार कोणते ते विशद करा.
- Q. 7 खालीलपैकी कोणत्याही दोनवर तपशीलवार नोट्स लिहा

a) कलेचे मूल-घटक

b) पिक्टोग्राफ्स

c) तांत्रिक हातवारे / तांत्रिक हस्तसंकेत

d) 'एक चित्र हजार शब्दांचा आशय बोलून जाते' - चर्चा करा



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ANNUAL EXAMINATION | FIRST YEAR B.F.A. APPLIED ART, 2022-23

DATE: 19/04/2023

TIME: 9:30am to 12:30pm

SUBJECT: ADVERTISING ART AND IDEAS

DAY: Wednesday

DURATION: 3 hours

MARKS: 80

Notes:

Answer Any Five questions of the following.

All questions carry equal marks.

Illustrations to support your answers are necessary.

- Q. 1 Write about the contents / components of print Advertisement and the purpose of each component.
- Q. 2 Explain in detail the Role of Advertising in society.
- Q. 3 List Any Five (05) Social issues and describe social issue Advertising.
- Q. 4 Explain in detail the segments of Target Market.
- Q. 5 Write about Television Advertisements you have liked. Why have you liked it?
- Q. 6 Mentioning the six periods of stages of history of Advertising, elaborate pre-printing period.
- Q. 7 Write detailed notes on **Any Two** of the following
 - a) Relation between Logo and Tagline
 - b) Product Advertising
 - c) Village Economy
 - d) Advertising: Art, Science, Business and Profession. Comment

सूचना:

खालील पैकी कोणत्याही पाच (५) प्रश्नांची सविस्तर उत्तरे लिहा.

सर्व प्रश्नांना समान गुण आहेत. अंतर्गत पर्याय उपलब्ध असतील तेथे नमूद केले आहे.

उतरांना पुष्टी देण्यासाठी आकृत्या आवश्यक आहेत.

- Q. 1 मुद्रित जाहिरातीमधील विविध भागांचा उल्लेख करून प्रत्येक भागाचे कार्य स्पष्ट करा.
- Q. 2 समाजामधील जाहिरात या क्षेत्राचा सहभाग, कार्य आणि हातभार कसा ते विस्तारून सांगा.
- Q. 3 सध्याचे कोणतेही महत्वाचे पाच (५) सामाजिक प्रश्न नमूद करा. सामाजिक जाहिरात (सोशल कॉज) जाहिरात या प्रकारावर चर्चा करा.
- Q. 4 लक्षित ग्राहक गटाची वर्गवारी (विभागणी) म्हणजे काय व कशी करतात?
- Q. 5 तुम्हाला आवडलेल्या कोणत्याही एका दूरदर्शन जाहिरातीबद्दल विस्तृत विवेचन करा. कोणत्या कारणास्तव ती जाहिरात तुम्हाला आवडली ते स्पष्ट करा.
- Q. 6 जाहिरातीच्या इतिहासाचे सहा महत्वाचे टप्पे नमूद करा. जाहिरातीचा मुद्रणपूर्व काळ कसा होतं ते स्पष्ट करा.
- Q. 7 खालीलपैकी कोणत्याही दोनवर तपशीलवार नोट्स लिहा
 - a) लोगो आणि टॅगलाईन यामधील नाते
 - b) उत्पादनाची जाहिरात
 - c) ग्रामीण अर्थव्यवस्था
 - d) 'जाहिरात ही कला, शास्त्र, व्यापार आणि व्यावसायिकता आहे'. यावर भाष्य करा.