

**ANNUAL EXAM
PAPER**

2021-2022



Vishnu Waman Thakur Charitable Trust's

VIVA INSTITUTE OF APPLIED ART

(Approved by A. I. C. T. E., Affiliated to University of Mumbai)
Shrikrishna, Vihar East, Palghar 401305

2nd YEAR- BFA APPLIED ART, 2021-22
Annual Examination

DATE: 20/04/2022

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

SUBJECT: Drawing

DAY: Wednesday

DURATION: 5 hours

MARKS: 80

NOTE:

- Students are allowed photographic printed references, direct tracing from such references are strictly not allowed.
- Candidates can directly start with the final artwork & rough visual is not compulsory.
- Submission of the final Paper should be separate. Rough and tracing paper should be stapled properly in the following sequential order - starting from top: 1) Rough sheet 2) Tracing papers.
- Credit will be given to body proportions, detailed study of organs, composition of the background & properties, Medium handling & overall impact.
- 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: Draw a full figure from a model posed in front of you and visualize him/her as a 'Mask seller' in the local market.

Size: 1/4th imperial size paper

Medium: Poster colour or Water colour or Mix medium.

Sangita
8/4/22



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
2nd YEAR- BFA APPLIED ART, 2021-22
Annual Examination

DATE: 22/04/2022
TIME: 9:30 am to 3:00 pm (12.30pm-1.00pm break)
SUBJECT: Typography-Calligraphy Part -2

DAY: Friday
DURATION: 5 hours
MARKS: 40

NOTE:

- Prepare 2 rough colour visuals in proportionately smaller size and get one signed by the professor within the first one hour.
- Students are allowed to refer type specimen books & printed references once the rough gets signed. Direct tracing from such references are strictly not allowed.
- Candidates are instructed to use ¼ imperial size paper for both rough & final.
- Credit will be given to neat alignment, good composition, proper use of typefaces, relevant colour scheme, finished & clean work.
- Do not mention name on any side of the paper
- 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: Design any one (devanagari/ Roman) Calligraphy expressions of the following. Use the calligraphic expression to design a tote bag. Design both sides (front and back) of the bag. To show the position of the calligraphic expression on the bag and a simple pencil outline of the bag.

Front:

Creativity is inventing experimenting, growing,
Taking risks, breaking rules, making mistakes, and having fun.

Back: Creativity- Mary Lou Cook

OR

Front:

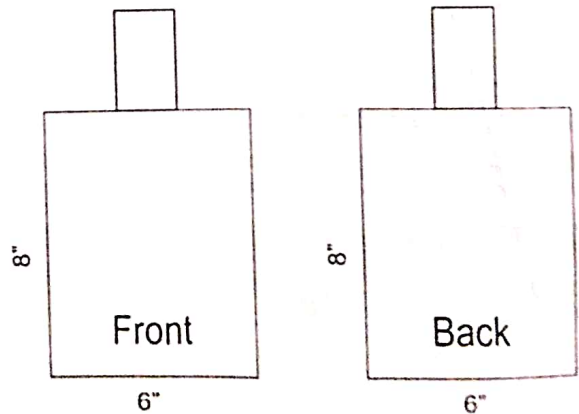
ये रे घना, ये रे घना
न्हाऊ घाल माइया मना
नको नको म्हणताना, मनमोर भर राना
ये रे घना, ये रे घना

Back: ये रे घना, ये रे घना

- Size: 8(h)" X 6(w)" (both the Side)
- Medium: Ink-multicolor

Instruction: 1) You are allowed to use any tool for the purpose of designing the expression.
2) Style should be maintained throughout.
3) Use of suitable background is allowed.

Diagram of the bag:



Singh
5/4/22



VIVA INSTITUTE OF APPLIED ARTS
(Approved by AICTE, Affiliated to University of Mumbai)
(Bilgaon, Yashwantrao Chavan Marg, Velhkar A/1/2/2)
2nd YEAR: BFA APPLIED ART, 2021-22
Annual Examination

DATE: 26/04/2022
TIME: 9:30 am to 3:00 pm (12:30pm - 1:00pm break)
SUBJECT: Information Design

DAY: Tuesday
DURATION: 5 hours
MARKS: 80

NOTE:

- Prepare 2 rough colour visuals in proportionately smaller size and get one signed by the professor within the first one hour.
- Students are allowed to refer type specimen books & printed references once the rough gets signed. Direct tracing from such references are strictly not allowed.
- Candidates are instructed to use ¼ imperial size paper for both rough & final.
- Credit will be given to neat alignment, good composition, proper use of typefaces, relevant colour scheme, finished & clean work.
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Question: Design a Invitation for (Fab India-Madhubani Art fiesta)

Brief: Madhubani Art (or Mithila painting) is a style of Indian painting, practiced in the Mithila region of India and Nepal. It was named after Madhubani District of Bihar, India which is where it originated. This painting is done with various tools, such as fingers, twigs, brushes, nib-pens, and matchsticks and using natural dyes and pigments. It is characterized by its eye-catching geometrical patterns. There is ritual content for particular occasions, such as birth or marriage, and festivals, such as Holi, Surya Shasti, Kali Puja, Upanayana, and Durga Puja. Madhubani Art Fiesta is a refreshing art and craft festival that can encompass a wide range of art forms including music, dance, film, fine art, literature, poetry and isn't solely focused on visual arts.

The Design Requirement:

- **Title:** 'Madhubani Art Fiesta'
- **Baseline:** Celebrate India with Traditional Folk Art
- **Theme for designings:** Madhubani Art
- **Copy:** Join us in unice experience of art fiesta and explore nuances of this axient artform.
- **Date:** Friday 29 May to 31 may 2022
- **Time :** 11 am to 9:00 pm
- **Venue:** Trade View, Utopia City, Pandurang Budhkar Marg, Worli, Mumbai, Maharashtra 400013.

Size: $\frac{1}{4}$ " (W) x $\frac{1}{4}$ " (H) - (Vertical or Horizontal)

Page Orientation: Vertical for Vertical Layout & Horizontal for Horizontal Layout

Sangita
8/4/22

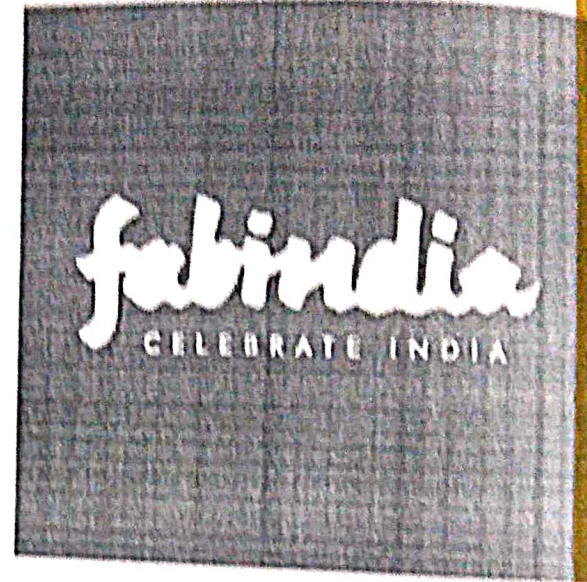
Material: ¼ size Indian TK Sheet or Ivory Sheet for final, ¼ size Cartridge Sheet for rough

Medium: Poster Colours

Credit will be given to understanding of the subject, hierarchical sequence, attractive visual, finished copy appropriate colour scheme, finishing, neat & clean presentation & overall look.

- Logo:

fabindia
CELEBRATE INDIA





Vishnu Waman Thakur Charitable Trust's

VIVA INSTITUTE OF APPLIED ART

(Approved by A. U. C. T. E., Affiliated to University of Mumbai)
Shriwasti, Wair East, Pagar-401105

1st YEAR- BFA APPLIED ART, 2021-22 Annual Examination

DATE: 27 & 28/04/2022

TIME: 9.30 am to 3.00 pm (12.30pm-1.00pm break)

SUBJECT: Communication Design

DAY: Wednesday and Thursday

DURATION: 10 hours

MARKS: 80

NOTE:

- Prepare 2 rough colour visuals in proportionately smaller size and get one signed by the professor within the first one hour.
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- Candidates are instructed to use ¼ imperial size paper for both rough & final.
- Credit will be given to neat alignment, good composition, proper use of typefaces, relevant colour scheme, finished & clean work.
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Question: Prepare a Magazine layout

Brief: (Bluetooth Calling Watch)- Fire-Boltt Ring enables you to make and receive calls directly from your watch via the built-in speaker and microphone. This smartwatch features a dial pad, option to access recent calls & sync your phone's contacts. (SPo2 & Heart Rate Tracking) - The Smartwatch tracks your real time Blood Oxygen Spo2 and has 24*7 Heart Rate Tracking. It also has Sleep and Fitness Tracking. (1.7 inch HD Full Touch) - Industry Best Display of 1.7 Inches Size (Full Metal Body with Changeable Strap) - Sleek & Fashionable Metal Body The one-click control mode and honeycomb menu helps you quickly navigate (Battery Life)- The watch can work for 24 Hours with Bluetooth Calling (Normal Usage)*, 8 Days without Bluetooth Calling (Music Experience On The Go) - Equipped with an inbuilt speaker, this smartwatch lets you play your favorite tracks on the Watch without having to take out your phone. (Multiple Watch Faces & Smart Controls) - The Smartwatch has multiple Watch Faces. It has Smart controls like Weather Forecast, Alarm, Remote Control Camera.

The Design Requirement:

- **Headline:** Time to be Smart or A new way to get smarter or Create your own headline.
- **Appropriate Visual**
- **Product (Mandatory)**
- **Existing Logo 'Fire-boltt'**
- **Body Copy:** Fire-bolt ring enables you to make and receive calls directly from your watch via the built in speaker and microphone. This smartwatch features a dial pad, track your real time blood oxygen sop2 and has 24*7 heart rate tracking, also sleep and fitness tracking. The watch can work for 24 hours with bluetooth calling.
- **Size:** 8.5 inches (w) X 11 inches (h)

Size for rough: 4 inches (w) x 5 inches (h)

Medium: Multi colour



FIRE  BOLT



Vishnu Waman Thakur Charitable Trust
VIVA INSTITUTE OF APPLIED ART
(Approved by A. T. C. T. E., Affiliated to University of Mumbai)
Shirgaon, Vihar East, Palghar 401305
2nd YEAR- BFA APPLIED ART, 2021-22
Annual Examination

DATE: 25/04/2022
TIME: 9:30 am to 3:00 pm (12.30pm-1.00pm break)
SUBJECT: Package Design

DAY: Monday
DURATION: 10 hours
MARKS: 80

NOTE:

- Prepare 2 rough colour visuals in proportionately smaller size and get one signed by the professor within the first one hour.
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- Candidates are instructed to use ¼ imperial size paper for both rough & final.
- Credit will be given to neat alignment, good composition, proper use of typefaces, relevant colour scheme, finished & clean work.
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Question: Design a carton for Amul Masti SPICED BUTTERMILK Tetra Pack.

Brief: Amul Masti Buttermilk is a refreshing milk based natural drink. It is an easy-to-use low-calorie drink that refreshes you immediately with goodness of nature. Amul Masti Buttermilk is a very good drink like organic Refresher, a milk based natural drink. Everyone drinks a good drink for the summer season, it is a refreshing and nutritious drink perfect for health and tastes yummy. In India, it is made by adding water to yogurt and straining the whey through a muslin cloth to do away with thick cream or butter. It is mildly salted (rock salt) and spiced with cumin powder (zeera), ginger, fennel and black pepper. It is also a rich source of calcium. Amul Masti Spiced Butter Milk is a nutritious drink and low in calories at 29.3 Kcal per 100 ml of the drink but as it is the case with all buttermilks sold in India it has a high amount of added salt in it which forces us to lower our safety ratings for the product.

Required elements:

- Existing Logo and brand name
- Contents of the package
Ingredients: Milk solids, iodised salt, spices & condiments (1%), stabilizer {460 (i)}.
Allergen information: Contains milk.
- **Other Copy:** LOW FAT DRINK, EASY TO DIGEST
Amul Masti Spiced Buttermilk is a spicy cool drink. Buttermilk has always been an important part of our meals since childhood. It is also a perfect refreshing beverage for on- the- go consumption and it can rejuvenate you at any time of the day. So, open the pack and enjoy this delicious beverage.
- Lic No. 10012021000265
- Customer care : 18002583333 (toll free) 6 am to 9 pm / customer@amul.coop

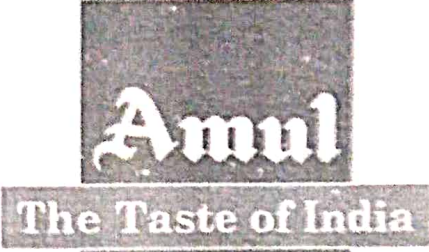


Amul
MASTI
SPICED BUTTERMILK

अमल
मस्ती
मसाला छाछ

Issai

● Fssai Lic. No. : 10012021000071

Nutritional Information		
1 serving per container		
Serving Size	200ml	
Amount per pack*	%RDA**	
Energy (kcal)	57	3%
Total Fat (g)	3.0	4%
Saturated Fat (g)	1.9	9%
Trans Fat (g)	0.0	0%
Cholesterol (mg)	9	
Carbohydrate (g)	3.6	
Total Sugars (g)	3.6	
Added Sugars (g)	0.0	0%
Protein (g)	3.0	
Sodium (mg)	500	25%

**RDA stands for Recommended Dietary Allowance per serving

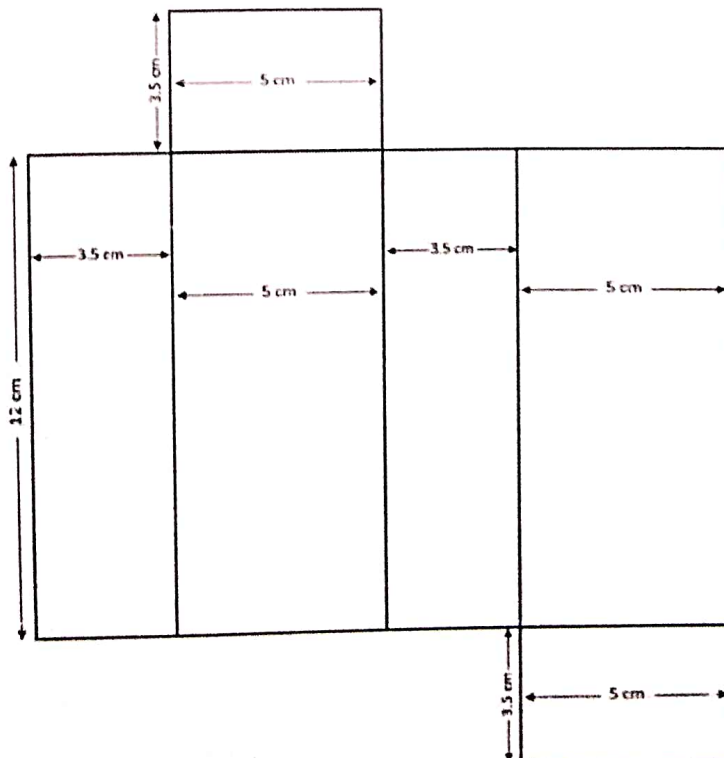
*Average values

- **Net Content:** 200ml, M.R.P. Rs. 12/-
- **Price & Barcode**
- **Manufactured by:** Gujarat C-operative Milk Marketing Federation Ltd. Anand-388 001, India.
Website: www.amul.com

Medium: Multi color Flat and Halftone.

Size: As per Diagram given.

Diagram:





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(Approved by A. I. C. T. E., Affiliated to University of Mumbai)
Shirgaon, Virar East, Palghar 401305

2nd YEAR- BFA APPLIED ART, 2021-22 Annual Examination

DATE: 21/04/2022

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

SUBJECT: Typography-Calligraphy Part -1

DAY: Thursday

DURATION: 5 hours

MARKS: 40

NOTE:

- Prepare 2 rough colour visuals in proportionately smaller size and get one signed by the professor within the first one hour.
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Question: Design a Poster in Typography

Brief : Mahindra & Mahindra Limited (M&M) is an Indian multinational automotive manufacturing corporation headquartered in Mumbai. It was established in 1945 as Mahindra & Muhammad and later renamed as Mahindra & Mahindra. Part of the Mahindra Group, M&M is one of the largest vehicle manufacturers by production in India. Its subsidiary Mahindra Tractors is the largest manufacturer of tractors in the world by volume. It was ranked 17th on a list of top companies in India by Fortune India 500 in 2018. Its major competitors in the Indian market include Maruti Suzuki and Tata Motors.

Headline: Live Young Live Free

Body Copy: We've made humanity's innate desire to Rise our driving purpose. We challenge conventional thinking and innovatively use our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise. This purpose is why we exist, come to work every day, and strive continuously in delivering our promise.

- **Size:** 8.5" X 9.5" (Vertical)
- **Medium:** Poster colour / multicolour

Logo:





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VIVA INSTITUTE OF APPLIED ART

(Approved by A. I. C. T. E., Affiliated to University of Mumbai)
Shirgaon, Virar East, Palghar-401305

2nd YEAR- BFA APPLIED ART, 2021-22 Annual Examination

DATE: 18/04/2022

TIME: 9:30 am to 1:00 pm

SUBJECT: Advertising Art & Ideas

DAY: Monday

DURATION: 3.5 hours

MARKS: 80

-
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 - 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.
 - Attempt any Five questions.
 - All questions carry equal marks.
-

Q1) Why is Market Research necessary and at what product stage is it done?

Q2) Explain Direct Response Advertising with Examples.

Q3) Write a note on any TWO of the following:

- Corporate Advertising
- Seasonal Markets
- Traditional Media

Q4) Write about Tricks of Marketing in detail also mention reasons for the Tricks

Q5) Explain the term Traditional and Modern Markets

Q6) What is Segmentation and who does it benefit?



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Shirgaon, Virar East, Palghar-401305

2nd YEAR- BFA APPLIED ART, 2021-22 Annual Examination

DATE: 19/04/2022

TIME: 9:30 am to 1:00 pm

SUBJECT: History Of Visual Communication

DAY: Tuesday

DURATION: 3.5 hours

MARKS: 80

- **NOTE:** Do not mention names on any side of the paper.
- 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.
- Attempt any Five questions.
- All questions carry equal marks.
- Sketches are necessary.

Q1) Write about Man-made Visual Environment in detail with emphasis on Office building.

Q2) What are Structures? Write about Religious structures in detail.

Q3) Explain the Dance Forms of India and give detailed information about one folk dance.

Q4) Write a note on any TWO of the following:

- Visual Aspect
- Feedback
- Cubism

Q5) Write about Universal Symbols in detail.

Q6) Describe the role of five senses and a mind in Visualization.