

UNIVERSITY OF MUMBAI
Second Year B.F.A. (Applied Art)
Practical Examination (Revised Course) First Half, Summer 2023.

Subject: Calligraphy (Paper I)

Date: 31st March 2023

Duration: 5 Hours

Timing: 10.30 am to 01.00 pm and 2.00 pm to 04.30 pm (Break – 1.00 pm to 2.00 pm)

Day: Friday

Total Marks: 40

Instructions:

1. Type specimen books and photographic printed references are allowed.
2. Copy work will not be entertained.
(Internet images, work done by ad agencies, illustrators, clip arts, etc.)
3. Use 1/4th imperial size drawing papers for the Task.
4. Submit final drawing papers stapled/ pinned properly with following sequence
final sheet on top, rough tracing in between and all the used references at the end.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phone, Laptop, CD, Digital Camera, Pen drives, Head phones or any other musical instruments PROHIBITED inside the examination hall.

Question: Design a Calligraphic composition for T-shirt.

Text to be rendered....

जो हुआ वह अच्छा हुआ,
जो हो रहा है, वह अच्छा हो रहा है।
जो होगा, वह भी अच्छा होगा।

- गीता सार

Working Space: 8 inches X 10 inches
Medium: Poster/ Water colour and or Ink.
Colour: Multi-colour.

Instructions:

Render small size colour sketch of T- Shirt showcasing its design impact.

- ❖ Credit will be given to, intelligent use of Calligraphy, appealing layout, concept execution and finishing.

UNIVERSITY OF MUMBAI
Second Year B.F.A. (Applied Art)
Practical Examination (Revised Course) First Half, Summer 2023

Subject: Typography (Paper II)

Date: 3rd April 2023

Day: Monday

Duration: 5 Hours

Total Marks: 40

Timing: 10.30 am to 01.00 pm and 2.00pm to 04.30 pm (Break – 1.00 pm to 2.00 pm)

Instructions:

1. Type specimen books and photographic printed references are allowed.
2. Copy work will not be entertained.
(Internet images, work done by ad agencies, Illustrators, clip arts, etc.)
3. Use 1/4th imperial size drawing papers for the Task.
4. Submit final drawing papers stapled/ pinned properly with following sequence
final sheet on top, rough tracing in between and all the used references at the end.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phone, Laptop, CD, Digital Camera, Pen drives, Head phones or any other musical instruments **PROHIBITED** inside the examination hall.

Question: Design the given sentences of Indian defense services in Typography composition, Showcasing their character.

- I love Indian Army
- I love Indian Navy
- I love Indian Air Force

Text to be rendered considering the following parameters...

1. The meaning of the Text.
2. Expression of words.
3. Selection/creation of font.
4. 20 % Graphic representation can be incorporated, if required.
5. Composition and positioning of the text.
6. Relationship between Text and color.

Script: Latin.

Working Area: all 3 compositions on Single 1/4th imperial size drawing paper.

Medium: Poster colour or Ink or mix medium

Colour: Multi-colour

Printing Process: Digital Printing.

Credit will be given to, understand the given text and its meaning, intelligent use of type selection, and its placement, appropriate use of Colors and its relation with the conceptual execution and finishing.

UNIVERSITY OF MUMBAI
Second Year B.F.A. (Applied Art)
Practical Examination (Revised Course) First Half, Summer 2023.

Subject: Package Design

Date: 5th April 2023

Day: Wednesday

Duration: 5 Hours

Total Marks: 80

Timing: 10.30 am to 01.00 pm and 2.00 pm to 04.30 pm (Break – 1.00 pm to 2.00 pm)

Instructions:

1. Type specimen books and photographic printed references are allowed.
2. Copy work will not be entertained.
(Internet images, work done by ad agencies, Illustrators, clip arts, etc.)
3. Use 1/4th imperial size drawing papers for the Task.
4. Submit final drawing papers stapled/ pinned properly with following sequence
final sheet on top, rough tracing in between and all the used references at the end.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phone, Laptop, CD, Digital Camera, Pen drives, Head phones or any other musical instruments PROHIBITED inside the examination hall.

Question: Design a carton for ORCHIDS Tissue Paper.

Product: ORCHIDS Tissue Paper

Product Category: FMCG.

About the brand: Orchids Tissue Paper Products, based in Mumbai, is the supreme tissue paper manufacturer. The company and its staff believe in manufacturing tissue papers of the finest quality in the most hygienic conditions. All over products are manufactured by using best-in-class raw materials to add value to our customer's investments. Products meet all international standards when it comes to quality of the product.

Printed Tissues: Printed tissues are perfect to reach the target of business, as they are soft, hygienic & extremely attractive. Orchids printed tissues have attractive skin-friendly colours and beautiful designs as per your needs and requirements. Customers have been using these printed tissues for birthday parties, wedding ceremonies & other occasions in large numbers.

Your Design must contain:

❖ **Technical Requirement:**

Newly designed logo:

ORCHIDS Tissue paper

Mfg. by:

209, Allied Industrial Estate, Near Fish Market,
Ram Panjwani Road, Mahim (West), Mumbai,
Maharashtra 400016.

Contents of the package:

Printed tissues are soft, hygienic & extremely attractive with skin-friendly colours & beautiful designs as per the needs & requirements. This tissue can be used for occasions like Birthday Parties, wedding ceremonies & other celebrations.

Website:

www.orchidstissuepapers.com

Net Contents:

200 Sheets

MRP.:

Rs. 100/-

Packed on:

Feb 2023

❖ **Aesthetic requirement:**

Appropriate selection of Typeface, Graphics, Visuals, used in Design development process.

Design a new logo for ORCHIDS Tissue paper.

Approach: Colourful, Fresh, Trendy look.

Size: 27cm x 29cm (As per the given diagram.)

Mark the cut area in your design with dotted lines.

Any type of cutting and pasting in final paper is not allowed.

Please Note:

Candidate must render a Pack shot in appropriate smaller size.

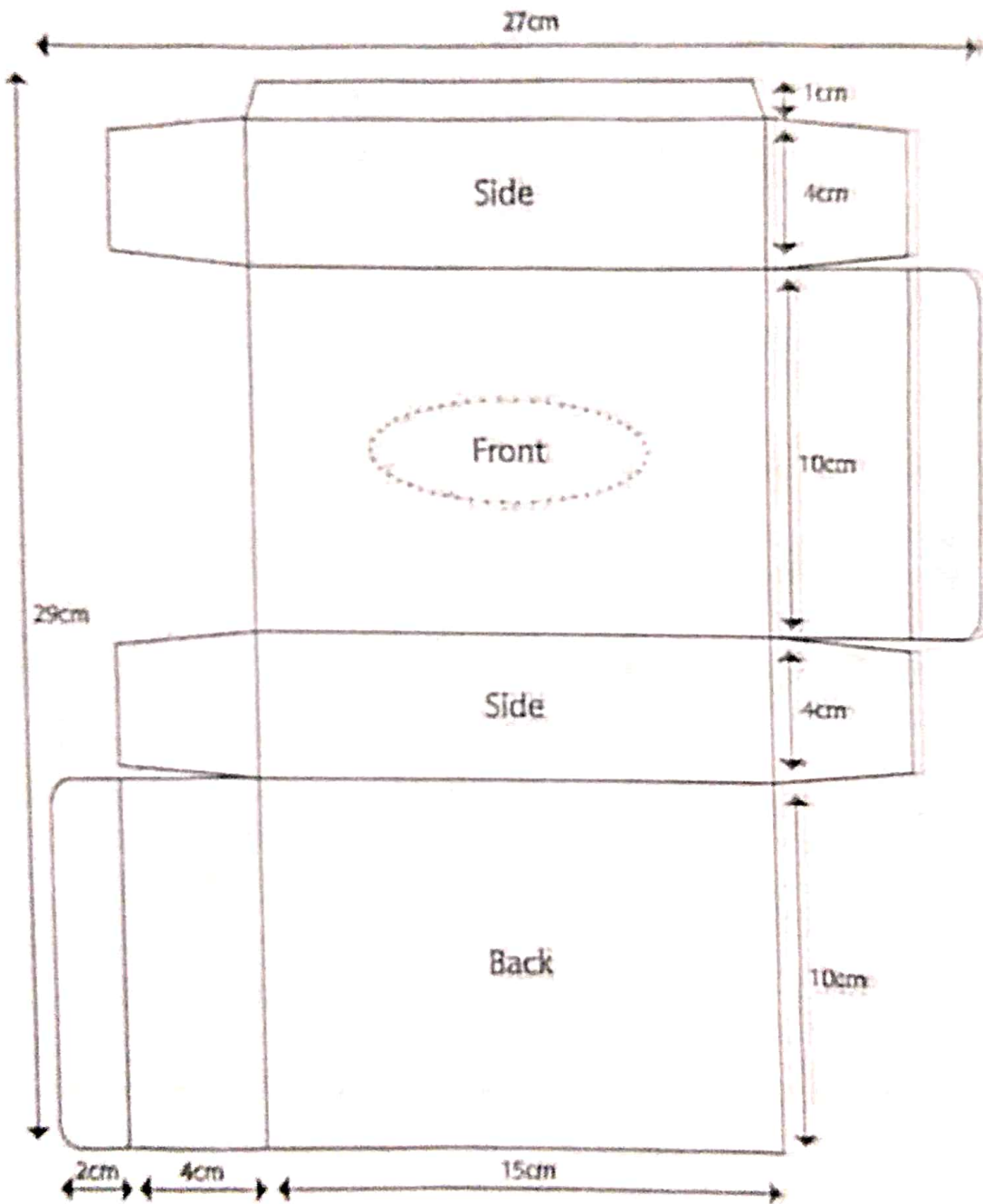
Colours: Multi-colour.

Medium: Poster colour.

Credit will be given for shelf appeal, newly designed Logo and its use in composition, attractive colour scheme and appropriate type and overall finishing.

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UNIVERSITY OF MUMBAI
Second Year B.F.A. (Applied Art)
Practical Examination (Revised Course) First Half, Summer 2023.

Subject: Information Design

Date: 6th April 2023

Day: Thursday

Duration: 5 Hours

Total Marks: 20

Timing: 10.30 am to 01.00 pm and 2.00 pm to 04.30 pm (Break – 1.00 pm to 2.00 pm)

Instructions:

1. Type specimen books and photographic printed references are allowed.
2. Copy work will not be entertained.
(Internet images, work done by ad agencies, Illustrators, clip arts, etc.)
3. Use 1/4th imperial size drawing paper for the Task.
4. Submit final drawing papers stapled/ pinned properly with following sequence
final sheet on top, rough tracing in between and all the used references at the end.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phone, Laptop, CD, Digital Camera, Pen drives, Head phones or any other musical instruments PROHIBITED inside the examination hall.

Question: Design an Informative Shop Sign board on the basis of the text given below.

Subject: Ganesh Chitra Shala / गणेश चित्र शाळा

Brief: Lord Ganesh is worshiped internationally. Making Ganesh Idol with eco-friendly material is indispensable. Ganesh Chitra Shala / गणेश चित्र शाळा is a type of school where they pass on the tradition of Idol making like GURUKUL. They use Pottery Earthen Clay, Grey Terracotta Clay which is easily available in nature. It is Best for Sculpting and it is 100% natural clay. They also make Goddess Durga idols at the time of Navratri.

They want you to design a Sign board which is hand painted.

Please Note:

The sign board can be created using either Devnagari (Marathi) or Latin (English) script.

Text must appear on the Informative sign board is given below...

- Shree Siddhivinayak Prasanna / श्री सिद्धिविनायक प्रसन्न
- Ganesh Chitra Shala / गणेश चित्र शाळा

...continued on Page No. 2

- Devotee can place the order of terracotta eco-friendly Ganesh and Goddess Durga idol for reasonable rates. Devotees must place their order in advance on the following Contact no.: +91 – 9930057616 / भक्तांना आमचे येथे पर्यावरण पूरक शाडू मातीच्या श्री गणेशाच्या तसेच श्री दुर्गा मातेच्या मुर्ती देखील नोंदणीनुसार माफक दरात तयार करून मिळतील.
संपर्क: +९१ – ९९३००५७६१६
- Sculptor: Pratik Ramakrishna Patil / मुर्तीकार: प्रतिक रामकृष्ण पाटील
- Address: 425, Bhagvandas Wadi, Irani Chawl, Near Kismat Cinema, Veer Sawarkar Road, Prabhadevi, Mumbai 400025 / पत्ता: ४२५, भगवानदास वाडी, इराणी चाळ, किस्मत सिनेमा शेजारी, वीर सावरकर मार्ग, प्रभादेवी, मुंबई ४०००२५.

Please Note: You may add appropriate Design Elements and Visuals.

Original Board Size: 72 inches X 36 inches.

Process: Hand Painted Board.

Scale Size for Designing: 12 inches X 6 inches (Horizontal)

(Any type of alteration in the given size is not permissible.)

Colours: Multi colour

Medium: Poster/ Water colour/ Pencil colours etc.

- ❖ The contain creation should not harm any sentiments to any cast, creed, Religion, of any individual or society in general.
- ❖ Credit will be given for Segregation of Information, Navigation of Information, Creative conceptualization and its relation with the given subject, appropriate use of Visual and Type selection, Colour Scheme, and Overall Finishing.

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UNIVERSITY OF MUMBAI
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Subject: Communication Design Date: 10th & 11th April 2023 Day: Monday & Tuesday

Duration: 10 Hours

Total Marks: 80

Timing: 10.30 am to 01.00 pm and 2.00 pm to 04.30 pm (Break – 1pm to 2pm) - Both days.

Instructions:

1. Type specimen books and photographic printed references are allowed after first 2 hours but direct tracing from such references is not allowed.
2. Two colour rough visuals should be made in first 2 hours and choose any one of them, and get it signed by the Supervisor.
3. Each rough will carry 10 marks.
4. Copy work will not be entertained.
(Internet images, work done by ad agencies, Illustrators, clip arts, etc.)
5. In the final output 75% concept/ idea/ visual should be same, 25% changes could be allowed.
6. Use 1/4th imperial size drawing paper for the Task.
7. Submit final papers stapled/ pinned properly with following sequence...
final sheet on top, rough tracing in between and all the used references at the end.

IMPORTANT NOTE: Any digital or electronic devices such as Mobile phone, Laptop, CD, Digital Camera, Pen drives, Head phones or any other musical instruments PROHIBITED inside the examination hall.

Question: Create a Half page press advertisement for Mother Dairy Cheese.

Product: MOTHER DAIRY CHEESE

Product Category: FMCG.

About the brand: Mother Dairy was commissioned in 1974 and is a wholly-owned subsidiary of the National Dairy Development Board (NDDB). It was an initiative under Operation Flood, the world's biggest dairy development program launched to make India a milk-sufficient nation.

Body copy: Mother Dairy presents yummy Cheese made from freshly collected cow's milk. Its great taste and creamy, soft texture offer itself well to being used in a variety of foods. It's made with calcium-rich milk to provide energy as well as healthy stuff to customers.

- Cheese cubes can be used in recipes like pasta, desserts, soups, etc.
- Cheese slices can be used in recipes like burgers, Sandwiches, etc.
- Cheese Spread can be used in recipes like Sandwiches, Paratha, or as a Chutney or dip.

Task: Select anyone of the above category to design a half-page press advertisement for Mother Dairy Cheese.

Elements of Design:

Logo: Mother Dairy (use existing logo)

Creation of new logo: Cheese cube/slice/spread (As per the selection)

Headline: 1. Life is busy, cheese makes it easy.

2. Say Cheeeese!!!

or

3. Create your own

Baseline: Goodness of energy.

Body copy: Given in the brief.

Address: Plot no. 23/24, APM Yard, MAFCO, Turbhe, Vashi, Navi Mumbai, 400703

Website: www.motherdairy.com

Product : Selected category (Pack Shot)

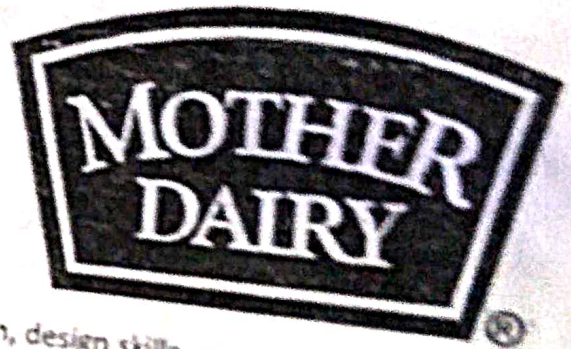
Appropriate Design Elements and Visuals.

Rough Size: 16.5cm x 12.5cm

Final Size: 33cm x 25cm (Horizontal)

Colours: Multi-colour

Medium: Poster Colours



❖ Credit will be given for Creative conceptualization, design skills, appropriate use of visual & typeface, layout and finishing, relevant colour scheme, and interpretation of brief and thought.

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UNIVERSITY OF MUMBAI
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Subject: Package Design

Date: 5th April 2023

Day: Wednesday

Duration: 5 Hours

Total Marks: 80

Timing: 10.30 am to 01.00 pm and 2.00 pm to 04.30 pm (Break – 1.00 pm to 2.00 pm)

Instructions:

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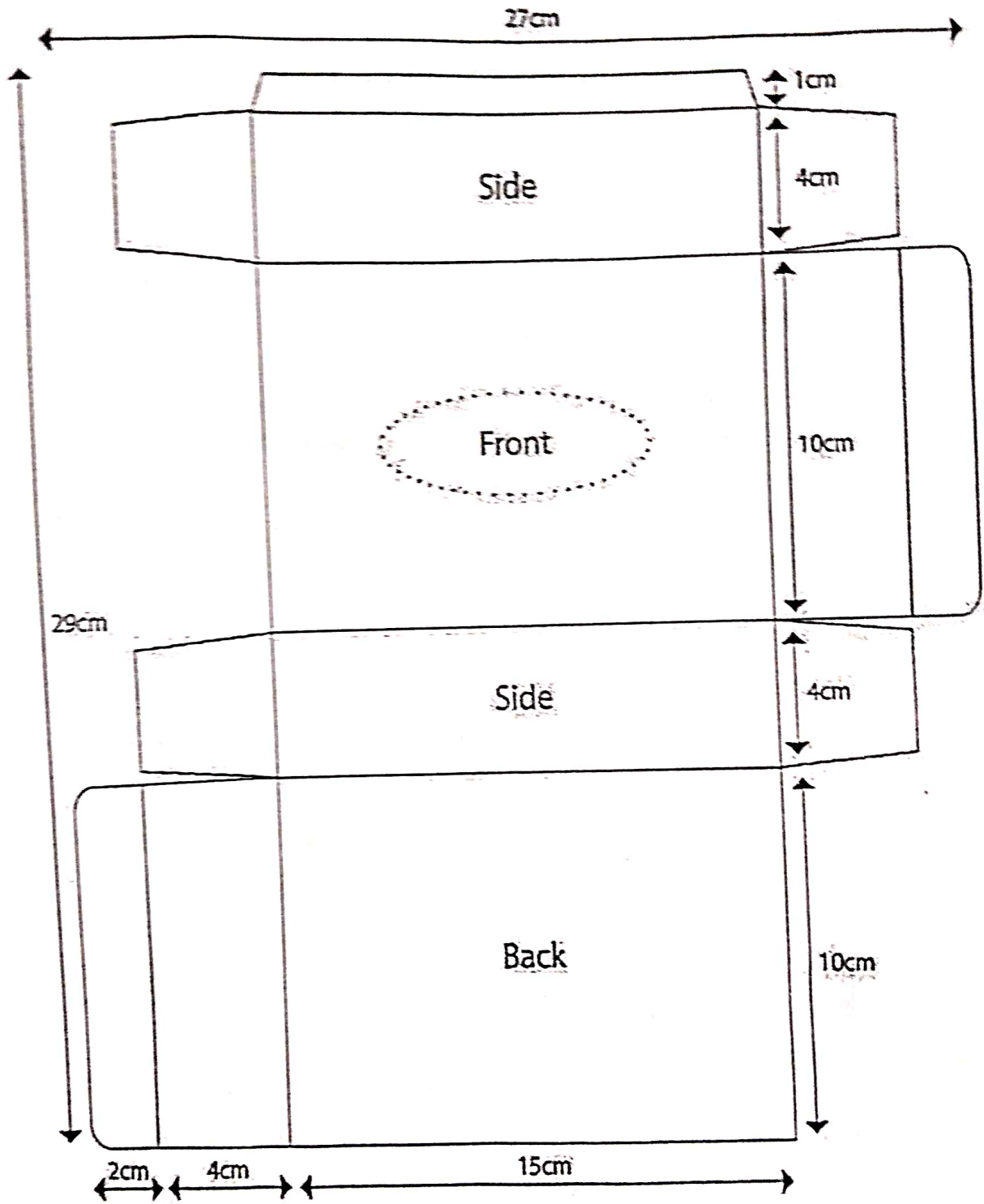
❖ **Technical Requirement:**

Newly designed logo:

ORCHIDS Tissue paper

Mfg. by:

209, Allied Industrial Estate, Near Fish Market,
Ram Panjwani Road, Mahim (West), Mumbai,
Maharashtra 400016.



22-23

Paper / Subject Code: 83501 / History of Visual Communication

20/11/22

Time: 3 hrs

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 5 questions.
4. Draw sketches to support the answer

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- Q1. Explain, with example the meaning of spontaneous Gestures & Technical Gestures. (16 Marks)
- Q2. Explain importance of colour in visual communication with suitable examples. (16 Marks)
- Q3. Write a short note on any two of the following. (16 Marks)
- a. What is feedback? Importance of feedback in communication.
 - b. Folk dances of India
 - c. Write a short note on 2D and 3D images.
- Q4. How elements of space such as passages, verandas, steps, doors, staircases etc. are used for visual communication. (16 Marks)
- Q5. Write about Official Dress codes and its impact on society. (16 Marks)
- Q6. What are symbols? What are different types of symbols? (16 Marks)
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