

2024-25

UNIVERSITY OF MUMBAI

4002432 Second Year B.F.A. (Applied Art) Practical Examination

2025

(Revised Course)

COMMUNICATION DESIGN

Date: 03rd April 2025 & 04th April 2025

Time: 10.30 am to 1.00 pm & 2.00 pm to 4.30 pm

Duration: 10 Hours.

Total Marks: 80

Instruction:

- Type specimen books and photographic printed References are allowed only after first two hours of the examination. Direct Tracing from such reference is not allowed.
- Prepare two conceptually different color roughs in first 2 hours and choose one of them, and get it signed by the supervisor.
- Use of any electronic device in the examination hall is an offence as per university law.
- Any type alteration in the given size is not permissible.
- Use 1/4th imperial size drawing paper for the task.
- Submit the final paper separately and the rough and tracing separately (do not staple final sheet).
- 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.

Question: Prepare a Half Page Press Advertisement for Hansaplast

Subject: Hansaplast

Brief: From minor cuts and wounds to muscle sprains and pulls, if you're looking for wound care or first aid supplies of any kind, you're at the right place. Our range of Hansaplast wound care plasters and bandages use the latest innovative technology to make your day to day life easier. Each product has been carefully designed and tested on skin so you get the very best of the optimum Hansaplast wound healing experience.

Care for your child's minor wounds, cuts, and scrapes with Hansaplast Brand Adhesive Bandages with decorative Minecraft graphics. Each individually wrapped sterile kids' bandage feature characters and powerup items from Minecraft to make first aid more fun and bring a smile to your child's face. These sterile kids' bandages come in various sizes and are comfortable to wear thanks to a non-stick pad that won't adhere to the wound. Adhesive Bandages

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Get Hansaplast Brand protection that sticks, including our waterproof bandages and bandages for kids. Our adhesive bandages come in a variety of design (cartoon) shapes, sizes, colors, and types to help cover and protect minor cuts, scrapes, and burns so they heal properly.

Available product features

For Kids cartoon printed
Waterproof
Cushioned
Flexible
Self Adhering
HURT-FREE
Four-Sided Seal
Extra Durability

Required elements for designing the press layout

1. Proposed Headline (use any one) or create your own headline
 - Making pets extraordinary.
 - Active pets, happy owners.
2. Think and work out a creative and appropriate visual.
3. Product
4. Logo
5. Catch-line: Nourish your pet more.
6. Copy Matter: Everything we do is for the love of dogs and we are passionate about what we do. With over 80 years of experience making pet food, we're proud of our products. Our dedication goes into every product we make, and we strive to develop great quality, nutritious products that'll help keep dogs of all breeds and ages happy and healthy.

Color: Offset color

Size: 32.5 cm X 22 cm (Horizontal)



UNIVERSITY OF MUMBAI
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INFORMATION DESIGN
Date: 02nd April 2025

Time: 10.30 am to 1.00 pm & 2.00 pm to 4.30 pm

Duration: 5 Hours.

Total Marks: 80

Instruction:

- Type specimen books and photographic printed References are allowed only after first two hours of the examination. Direct Tracing from such reference is not allowed.
- Prepare two conceptually different colour roughs in first 2 hours and choose one of them, and get it signed by the supervisor.
- Use of any electronic device in the examination hall is an offence as per university law.
- Any type alteration in the given size is not permissible.
- Use 1/4th imperial size drawing paper for the task.
- Submit the final paper separately and the rough and tracing separately (do not staple final sheet).
- Credit will be given for creative conceptualization/idea/theme, its relation with the given subject, appropriate use of visual and type selection, colour-scheme, layout, composition and overall finishing.

Question/Task: Infographic poster

Subject: IKEA

Brief for the subject: IKEA is a Swedish brand offering stylish, space-saving, and affordable home furnishings since 1943. From sofas and beds to dining sets and office solutions, IKEA designs functional furniture for modern living. Committed to sustainability, it uses eco-friendly materials and smart designs. Its flat-pack concept ensures easy transport and assembly. With services like home delivery and interior planning, IKEA makes quality home solutions accessible to all. With over 7,500 products, IKEA provides smart solutions for every home.

Design a comprehensive colour rough in the first two hours and get a signature from the invigilator.

Your design must contain:

1. IKEA Logo
2. Appropriate visual / concept
3. headline
 - Make your home perfect
 - Turn Your Dream Home Into Reality with IKEA FurnitureOr
 - Create your own headline
4. Showcase Highlights:
 - **Most Visited Furniture Store**
IKEA attracts millions of customers worldwide, thanks to its modern designs, affordability, and high-quality furniture collections.
 - **Unmatched Quality & Colour Selection**
Every piece of furniture is crafted with durable materials and available in various colours to match your style preferences.
 - **Luxurious Furniture Collection**
IKEA offers luxury furniture pieces that bring elegance and sophistication to any living space.
 - **Kitchen Furniture for Every Home**
From sleek cabinets to ergonomic dining sets, IKEA's kitchen furniture enhances functionality while maintaining aesthetic appeal.

- **Office Furniture for Productivity**
Comfortable and stylish office desks, chairs, and storage solutions ensure an efficient and inspiring workspace.
- **Affordable & Sustainable Designs**
IKEA focuses on sustainable and cost-effective solutions without compromising on quality or style.
- **Easy-to-Assemble Products**
IKEA's flat-pack furniture is designed for convenience, making assembly simple and hassle-free.
- **Innovative Storage Solutions**
Smart storage options help you maximize space and keep your home organized.

5. **Visit Your Nearest IKEA Store Today!**

6. <https://www.ikea.com>

Instructions:

- Size of infographic poster: 8"X 11" (vertical)
- Use ¼ Imperial sheet for final art work
- Use ½ imperial sheet for rough art work
- Medium: Poster Colour or Multimedia
- Use your designing skills as well as the understanding of the brief, to present the different pieces of information interestingly and attractively but very clearly and logically.

Note: Credit will be given to design an infographic poster using different styles like graphical, pictorial, realistic, or typographic etc. Keep it neat and well-composed to match the subject. Use good typography and colours for a strong visual impact.



Colour Scheme: Cobalt Blue & Oval shape: Yellow



Paper Code- 400243205

UNIVERSITY OF MUMBAI

4002432 Second Year B.F.A. (Applied Art) Practical Examination-2025

(Revised Course)

PACKAGE DESIGN

Date: 01st April 2025

Time: 10.30 am to 1.00 pm & 2.00 pm to 4.30 pm

Duration: 05 Hours.

Total Marks: 80

Instructions:

- Type specimen books and photographic printed references are **NOT** allowed in the first two hours. Direct tracing and copying from such references are **Not** allowed.
- Any type of alteration in the given size is **Not** permissible.
- Students are warned not to bring the computer printout of the layout/headline/text copy they will 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 subject, appropriate use of Visual and Type selection, colour scheme, layout, composition, and overall finishing.

Important Note: Any digital or electronics devices such as mobile phones, laptops, CDs, digital cameras, pen drives, headphones, or any other musical instruments are **PROHIBITED** inside the examination hall.

Question: Design a Label of Ayurvedic "Shower to Shower"-Prickly Heat Powder, super cool with mint.

Brief: Shower to Shower powder is an Ayurvedic prickly heat powder designed to control sweat and provide relief from prickly heat, with a fresh cologne fragrance, and is known for its feel-dry formula and superior sweat absorption. Shower to Shower powder is specifically formulated to address prickly heat and excessive sweating, providing relief from the associated burning, tingling, and itching sensations. **Key Features-Ayurvedic Formulation:** The product utilizes natural ingredients, making it a popular choice for those seeking a more organic and reliable solution. **Feel-Dry Formula:** This formula promotes superior sweat absorption, keeping you dry and comfortable. **Fresh Cologne Fragrance:** The powder offers a refreshing cologne scent, enhancing the overall experience. **Effective Protection:** It helps control sweat and provides effective relief from prickly heat problems. **Benefits-Relieves Prickly Heat:** Provides instant relief from prickly heat and associated discomfort. **Controls Sweat and Odour:** Helps manage excess sweat and reduces body odour. **Cooling Sensation:** The powder may provide a cooling sensation, offering a refreshing experience. **Usage-Application:** Sprinkle the powder on areas prone to sweating, such as underarms, feet, and other affected areas. **Frequency:** Can be used

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daily or as needed for relief from prickly heat and excessive sweating. **Variations-**
Sandal: Shower to Shower also offers a Sandal variant, enriched with sandal, known for its cooling and soothing properties. **Super Cool:** Shower to Shower Super Cool is a refreshing and invigorating body powder designed to keep you feeling fresh and cool throughout the day.

Special note: Shower to Shower is available in 3 different variants like, Cologne cool, Super cool-with mint and Super cool-with Sandal but you are instructed to design only on **SUPER COOL WITH MINT**.

Product features:

Front side must include the following elements:

- Ayurvedic & Shower to Shower (Existing logo-as given below)
- Interesting Visual
- Prickly Heat Powder
- Super Cool with Mint
- 150 gm

Back side must include the following text:

- **AYURVEDIC SHOWER TO SHOWER PRICKLY HEAT POWDER-SUPER COOL**
- **Ingredients:** Pudina: 0.5% w/w, Dugdhapasan: 31.8%w/w, Shower to Shower Talcum Powder ingredients includes Tale, Jasad Bhasma, Starch, Fragrance Cologne Cool, Dugdhapasan, Salicylic Acid.
- **4 Benefits:** Cools instantly/Relieves prickly heat/ Absorbs Sweat/ Refreshes & Relax.
- **MRP Rs. (inclusive of all taxes): 145.00 (Rs. 0.97 per g)**
- **MFD:01/2025-**
- **EXPIRY DATE:12/2026**
- **BATCH NO:BO24171BQ**
- **Manufacturer: ITC Ltd.**
- **Address – Avalon cosmetics Pvt. Ltd. Khasra no, 87,88, Village Kheri, Trilokpur Road, Kala Amb, Tehsil Nahan, Dist. Sirmour, Himachal Pradesh-173030**
- **Email and Website: itccares@itc.in / www.aashirvaad.com**
- **Jiomart customer care phone: 1800 890 1222**
- **Country: India**
- **Net Quantity: 150 g**
- **Bar code: As given below**
- **ITC logo with A QUALITY PRODUCT FROM ITC LTD. MADE IN INDIA: As given below.**

Front Size Label: 5.5 cm X 10 cm (As per diagram given below).

Back side Label: 5.5 cm X 10 cm (As per diagram given below).

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Medium: Poster colour / multimedia

Colour: CMYK - 4 colour offset

Note: Compose both the labels together but in separate size as shown in the diagram below.

Evaluation Criteria: Credit will be given for creative conceptualization/idea/theme and its relation with the subject, appropriate use of visual and type selection, colour scheme, Layout, composition and overall finishing and shelf value.

Bar code:



Diagram:



Front Label



Back Label

Shower
to
Shower



A quality product from ITC Ltd. Made in India

Total Marks: 40

Paper Code 400243203

UNIVERSITY OF MUMBAI

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(Revised Course)

TYPOGRAPHY

Date: 27th March- 2025

Time: 10.30 am to 1.00 pm & 2.00 pm to 4.30 pm

Duration: 05 Hours.

Total Marks: 40

Instructions:

- Prepare one rough scribble in first TWO hours (size 4" x 4") and get the signature of supervisor.
- Type specimen books and photographic printed references for reference are allowed after approval
- No copy of from any source will be entertained. (Internet images, work done by ad agencies, Illustrators, clip arts, etc.)
- Use ¼ imperial size papers for the Task
- Submit the final paper separately and the rough and tracing separately (do not staple final paper with rough & tracing papers).

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 following words (any one of the following) along with their meanings in typographic exploration carrying the character of the name on ¼ imperial size papers.

- a) **Applied Art** - a type of art that combines aesthetics and design.
- b) **Drawing & Painting**- both are visual art forms.
- c) **Sculpture** -the art of making figures or objects from stone, wood, clay etc.
- d) **Architecture**- the study of designing and making buildings

Text to be rendered considering the following parameters...

- The names to be expressed on ¼ size drawing paper.
- The meaning of the Text.
- Expression of words
- Selection of font/type specimen.
- 5 % Graphic representation can be incorporated, if required
- Composition and positioning of the text
- Size of the Text and color.
- Working Area: ¼ imperial size drawing paper.

Medium: Poster colour or Ink

Colour: Multi-colour

Area: 8" x 8"

Printing Process: Full-colour-CMYK

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

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(Revised Course)

DRAWING STUDIO

Date: 26th March 2025

Time: 10.30 am to 1.00 pm & 2.00 pm to 4.30 pm

Duration: 5 Hours.

Total Marks: 80

Instruction:

- The printed References are allowed. Direct Tracing from such reference is not allowed.
 - Use of any electronic device in the examination hall is an offence as per university law.
 - Any type alteration in the given size is not permissible.
 - Submit the final paper separately and the rough and tracing separately.
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Task: Draw a full figure human model in front of you and create a suitable background on the given topic. The topic is **Fine Artist**. Render this task in water color, poster color or mix media.

Size: ¼ Imperial Size Cartridge Paper

Medium: Water Color or Poster Color or Mix Media

Instructions:

Credit will be given for

01. Proportion
 02. Drawing
 03. Light & Dark Separation
 04. Pencil Rendering Technique
-

वेळ : ३ तास

गुण : ८०

सूचना: १. कोणतेही पाच प्रश्न सोडवा

२. सर्व प्रश्नांना सामान गुण आहेत

३. रेखाचित्रे आवश्यक

प्र.१. प्रतीकांविषयी लिहा आणि चार सार्वत्रिक चिन्हे आणि चार धार्मिक चिन्हे रेखाचित्रांसह स्पष्ट करा.

प्र.२. दृश्य संवादांमध्ये पाच इंद्रिये आणि मनाच्या भूमिकेचे वर्णन करा.

प्र.३. दृश्य संवादात अभिव्यक्ती आणि मुद्रा कशा प्रकारे मदत करतात? भावना व्यक्त करणे, कथा सांगणे आणि कला, नृत्य आणि पारंपारिक सादरीकरणात संस्कृती जतन करण्यात त्यांची भूमिका उदाहरणांसह स्पष्ट करा.

प्र.४. खालीलपैकी कोणत्याही दोन टिपा लिहा:

अ) संवादातील अभिप्राय

ब) क्यूनिफॉर्म आणि हायरोग्लिफ्स

क) भारतीय शास्त्रीय नृत्य-कथकली

प्र.५. रचनांचे वर्णन करा. धार्मिक आणि भौतिक वास्तुकला दृश्यमानपणे कशी संवाद साधतात याचे वर्णन करा.

प्र.६. दृश्य संवादाचा पर्यावरण, वातावरण, परिस्थिती आणि सभोवतालच्या संदर्भात जाहिरातींना कसा फायदा होतो? प्रत्येकी एक दूरचित्रवाणी जाहिरात आणि चित्रपट वापरून सविस्तर स्पष्टीकरण द्या.

प्र.७. ड्रेसकोड म्हणजे काय? त्यांचा समाजावर कसा प्रभाव पडतो? योग्य उदाहरणांसह समजावून सांगा.

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.
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1. Explain the importance of Market Research, who does this research and why? (16marks)
2. Explain the role of colour and its significance in Textile and Leather Industry. (16marks)
3. Explain the value of The Creative Department in Advertising Agency and mention each person who plays an important role in it. (16marks)
4. What is the Consumer Market and how is it segmented? (16marks)
5. Write notes on **any TWO** of the following: (16marks)
 - (A) Target audience
 - (B) Limitations of market
 - (C) Modern Media
6. What are the various elements that affect an advertising campaign's media selection? (16marks)
7. What are the tricks in marketing? What affect does it have on consumer buying behaviour? (16marks)

वेळ: ३ तास

गुण : ८०

१. मार्केट रिसर्चचे महत्त्व स्पष्ट करा आणि हे संशोधन कोण करते आणि का करते?
२. कापड आणि चामड्याच्या उद्योगात रंगाची भूमिका आणि त्याचे महत्त्व स्पष्ट करा.
३. जाहिरात एजन्सीमध्ये क्रिएटिव्ह डिपार्टमेंटचे महत्त्व स्पष्ट करा आणि त्यात महत्त्वाची भूमिका बजावणाऱ्या प्रत्येक व्यक्तीचा उल्लेख करा.
४. ग्राहक बाजार म्हणजे काय आणि ते कसे विभागले जाते?
५. खातीलपैकी कोणत्याही दोन गोष्टींवर नोंदी लिहा:
(अ) लक्षित प्रेक्षक
(ब) बाजारपेठेच्या मर्यादा
(क) आधुनिक माध्यमे
६. जाहिरात मोहिमेच्या माध्यम निवडीवर परिणाम करणारे विविध घटक कोणते आहेत?
७. मार्केटिंगमधील युक्त्या काय आहेत ? ग्राहकांच्या खरेदी वर्तनावर त्याचा काय परिणाम होतो?
