

ANNUAL EXAM PAPER

2022-2023



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 | 3YR- BFA APPLIED ART, 2022-23

DATE: 21st & 23rd March '23

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

SUBJECT: Drawing

DAY: Tuesday & Thursday

DURATION: 10 HRS

MARKS: 80

Instructions:

- Photographic printed references are allowed after the first 1 hour. Direct tracing & copying from such references is not allowed.
- Prepare 2 proportionately smaller rough visuals including background & properties in Pencil & take supervisor's approval on the selected Drawing (by or before 10.30 am)
- Use ½ imperial Indian T.K sheet for rough and ½ imperial Ivory sheet for final.
- **Digital or electronic devices such as mobile phones, I pad, earphones, music speakers etc. are strictly prohibited inside the examination hall.**

Question: Make a realistic drawing of a model posed in front of you. Render it in a realistic or stylized manner.

Subject: Sculptor working in his studio

Medium: Poster Colour, Watercolor or Mix medium

Credits will be given: Detailed study of anatomy, light study & tonal values, command on the medium application, appropriate use of properties & background, overall look & finishing



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ANNUAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 5th & 6th April 2023

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

SUBJECT: Exhibition Display Design and StageCraft

DAY: Wed, Thur

DURATION: 10

MARKS: 80

Instructions:

- Type specimen books and photographic printed references are allowed after 1 and 1/2 hours. Direct tracing & copying from such references are not allowed (Internet images, Typography specimen books, etc.)
- Paper size: 1/2 Imperial (for Rough and Final)
- Prepare 1 rough design in color with the suggestion of the text in the first 2 hrs and take the supervisor's approval on the selected Design (by or before 11.30 am)
- Use Indian TK sheet for rough and TK/Ivory paper for final.
- **Credits will be given to:** 1) Space division, concept & design skills. 2) Proper use of elements, layout and finishing. 3) Relevant colour scheme. 4) Interpretation of brief thoughts. 5) Good rendering.
- **Digital or electronic devices are strictly prohibited inside the examination hall.**

Question: Design an Enclosed Window Display for the Fabindia store.

Brief: Fabindia was established in 1960 primarily to promote the fascinating crafts of India. Starting

mainly as an exporter of home furnishings, they have now started to offer a wide assortment of women's and men's clothing, home decor items, personal care items, organic food products, and much more. Keeping contemporary fashion in mind, they blend indigenous craft techniques with modern designs.

Fabindia connects over 55,000+ rural craft producers to modern metropolitan markets, building a foundation for skilled, long-term rural employment while preserving India's traditional crafts.

Their products are natural, handcrafted, and modern. They celebrate India at Fabindia and strive to offer all

that admire our country to customers all around the world, which has made Fabindia one of the finest shopping destinations.

Define your Style Statement with the Women's Collection

Make a statement with Fabindia's women's collection. From ethnic wear to western wear and accessories, there's a vast range of offerings. Explore and choose the perfect outfits for women from a thoughtfully curated assortment that will take your wardrobe to the next level.

Upgrade your Looks with the Men's Collection

Discover the rich Indian culture, craft, and craftsmanship with Fabindia's menswear collection. Elevate your style quotient with fascinating western and ethnic menswear choices and add finishing touches to your ensemble with the perfect handcrafted accessories. So whether it's a client meeting, a lazy Sunday, or a festive occasion, be the centre of attention with our exquisite collection.

Kids Collection: The Perfect Blend of Style and Comfort

Introduce your young ones to the diverse crafts of India and let them be their adorable and happy selves with our kidswear collection. Shop online for a wide range of clothes and accessories for your kids and turn them into trendy little fashionistas.

Product Range (Collection): Winter, Gifting, Festive, Spring, Summer, Indigo, Wedding, Everyday Living, Chikankari, Fabkids.(Choose any one Theme)

Size : L 12' x W 8' x H 10' (Three sides closed)

Design Requirement:

- The logo & effective theme line should be visible and painted/displayed in the window.
- Atmosphere to create U.S.P. of the product.
- Mention suitable material for the client to attract attention.
- Design can have cutouts, spotlight, special effects, etc

Rough: On ½ imperial Size paper draw two conceptual sketches in colour for the window mentioned above with design specifications with due attention to, the exterior window view, a 3D element related to the subject & special additional features if any.

Task A: On the final ½ imperial Size paper draw a Floor Plan and two side elevation of the window in the appropriate scale and indicate the basic requirements of the display. Your floor plan shows technical details & scale, dimensions, material specifications, products, etc.

Task B: Refer to the plan you have designed for a window in task A and render the suitable freehand colour perspective of the window display.

Medium: Multicolour

fabindia

CELEBRATE INDIA





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Shriangar, Vival East, Raigdar-401305

ANNUAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 5th & 6th April '23

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

DAY: Wednesday & Thursday

DURATION: 10 HRS

SUBJECT: Illustration

MARKS: 80

Instructions:

- Photographic printed references are allowed after 1 and 1/2 hours. Direct tracing & copying from such references is not allowed at all (Internet images, Typography specimen books etc.)
- Prepare two proportionately smaller rough layouts with illustration in Pencil & do color one of them in first 1 & 1/2 hrs. Take supervisor's approval on the selected Design (by or before 11.00am)
- Use 1/2 imperial Indian TK sheet for rough and 1/2 imperial Ivory sheet for final.
- Digital or electronic devices such as mobile phones, I pad, earphones, music speakers etc. are strictly prohibited inside the examination hall.

Question: Design an Illustration for a full page press advertisement Celebrating 1st May Maharashtra Din by Government of Maharashtra

Brief: Maharashtra Day, commonly known as **Maharashtra Din** is a state holiday in the Indian state of Maharashtra, commemorating the formation of the state of Maharashtra in India from the division of the Bombay State on 1 May 1960. Maharashtra Day is commonly associated with various other public and private events celebrating the history and traditions of Maharashtra. It is celebrated to commemorate the creation of a Marathi speaking state of Maharashtra.

Government of Maharashtra is celebrating 63rd Maharashtra Din with various events like Morning Rally, Chhatrapati Shivaji Maharaj puja, lectures on Marathi literature, cultural event on folk dance & folk singing etc.

Size for full page press advertisement - 8 columns x 45cm (32cm x 45cm)

Note: Illustration should be designed keeping the media into consideration.

Indicate the placement of headline, copy, logo and baseline in pencil on the gateway sheet provided.

Medium: Multicolour

Credits will be given:

1. Understanding of the topic & visual narration
2. Style of the illustration
3. Appropriate colour scheme
4. Medium handling
5. Overall look



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ANNUAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 5th & 6th April '23

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

HRS

SUBJECT: Elective-Photography

80

DAY: Wed & Thu

DURATION: 10

TOTAL MARKS:

Instructions:

- Prepare two colour roughs (**Composition**) in proportionately smaller of the final sized and get one signed by the supervisor within the first **2 hours**. (By or before 11.30 am).
- In the remaining hours of the paper candidates are expected to render a comprehensive **layout** suggesting proper illumination of lighting falling on the subject. Please keep in mind that the layout should be done considering **TABLE TOP** composition.
- Students are allowed to refer to type specimen books and printed references after 2 hours, **direct tracing from such references are strictly not allowed.**
- Paper size: **Candidates are instructed to use 1/4 imperial size paper for both rough & comprehensive.**
- Any type of alteration in the given final and comprehensive size is not permissible.
- Students should bring their own materials and accessories required for the Table Top.
- Comprehensive must show tonal values and details of lighting on objects.
- Any type of digital and electronic device is **STRICTLY PROHIBITED** inside the examination hall.
- **Task A: 20 Marks, Task B: 60 Marks.**
- Do not mention names on any side of paper.

Question: Table-top Photography of 'Real Fruit Juice' for Magazine Advertisement.

Brief: Real Fruit Power

Today, Real Fruit Power has a range of 16 exciting variants of fruit juices - from the exotic Indian Mango, Mosambi, Guava, and Plum & Litchi to international favourites like Pomegranate, Tomato, Cranberry, Peach, Blackcurrant, Apricot & Grape and the basic Orange, Pineapple, Apple & Mixed Fruit. You can inculcate the goodness of these healthy fruit juices in your daily life with the various fruit juice mocktail recipes. Real Fruit juice is the best Juice Brand in India today!

Made from the best quality fruits, Real does not have artificial flavours and preservatives, and offers your kids not just great taste, but also FRUIT POWER - the power of fruits... the power to stay ahead.

The nutritional contents of Real Fruit Juices & Nectars are endorsed by PFNDAI -- Protein Foods & Nutrition development Association of India.

Accolades for Real:

- India's No. 1 Fruit Juice brand
- Voted as a Super brand



- Voted by consumers as the most trusted fruit juice brand for four years in a row
- Real awarded the Reader's Digest Trusted Brand Gold Award 2009 in the food & beverages category

Task A:

(20 marks)

On the basis of the given brief above prepare two pencil rough compositions along with one colour comprehensive composition for a Magazine Advertisement of 'Real fruit juice'. Arrange a Table top to create the atmosphere for an interesting visual. Draw a light plan on a separate sheet (¼ imp paper).

Size for rough: 4" (W) X 5.5" (H) Pencil Scribble, Use ¼ imperial size paper.

Size for comprehensive: 8" (W) X 11" (H) Multi Colour

Headline: 1) Enjoy pure fruit 2) Purely natural energy or 3) Create your own

Essential: Logo (Use the given Logo)

Body Copy: Suggestions only

Contact: 1800-103-1644

Address: www.dabur.com/our-brand/real

Task B:

INSTRUCTIONS:

- Students should use a DIGITAL SLR camera to complete the remaining part of the paper.
- Shoot the composition to match with the visual you have done for the magazine advertisement Layout.
- Students should bring their own props and accessories required for the Table Top. Only studio space and lights will be provided.
- Format your Memory Cards before entering the examination studio, it should show a 'NO IMAGE' message.
- Credit will be given to perfection in lighting, exposing, presentation and interpretation of brief.
- Any digital enhancement in the Image is not allowed.
- Any type of digital and electronic device is **STRICTLY PROHIBITED** inside the examination Studio.
- With the reference completed in Task 1, make an arrangement in the studio.
- Students are allowed to place the lights and props as per their requirements & submit only **three frames** of your choice in **JPEG** format on a provided machine.



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ANNUAL EXAMINATION | 3rd B.F.A. (APPLIED ART) 2022-23

TE: 05/04/23

9:30am to 3:00pm (12:00 noon -12:30pm break)

SUBJECT: COMPUTER GRAPHICS

PAPER - I

DAY: Wednesday TIME:

DURATION: 5 hrs

TOTAL MARKS: 40

Instructions:

- Paper 1 (40 marks) + Paper 2 (40 marks) = 80 Marks
- Prepare 2 rough color visuals, get one approved within the first 2 hrs (by or before 11:30 am).
- Students are allowed to refer to type specimen books and printed references, **direct tracing from such references are strictly not allowed.**
- Paper size: **Half imperial size Indian TK.**
- Any type of alteration in the given final and rough size is not permissible.
- Credit will be given to Interpretation of brief and thought, good composition, proper use of typefaces and relevant color scheme.
- Using the allotted computer, create a folder on 'D' drive named '4YR22TE-ROLLno'. Save all your exam related files along with a Final png format file with white background in the same folder. File Name Format : **Rollno-4YR22TE-A | Rollno-4YR22TE-B | Rollno-4YR22TE-Final**
- One can use any appropriate software that is available on the allotted computer.
- Use of Pen-drive, CD is not allowed without permission of the Lab-in-charge.
- Mobile or any other electronic devices are not allowed in the examination hall.
- Keep saving your work file every 15 minutes to avoid technical problems.

Question: Design a social media post for Nescafé - Ready To Drink Iced Latte Cold Coffee.

Brief: Nescafé is a brand of coffee made by Nestle. It comes in many different forms. Nescafé Ready To Drink Iced Latte Cold Coffee - Flavored Milk brings out a delicious coffee indulgence with an extra creamy flavor, perfect for those who enjoy their coffee light and milky. One of the world's most loved brands, Nescafé has been making one of the world's most loved beverages coffee for over six decades. Create a key visual that signifies the essence of cold coffee. Refer to the reference folder shared with you.

Task : Create the selected option digitally, using any vector software that is available on your allotted computer. Use available fonts on your computer. Create design with the help of shared references only.

Essential Design Elements :

Appropriate visual to support copy and concept

Headline: GRAB YOUR CHILL! or create your own.

Logo: Nescafé

Size for Rough : W=19.5 cm x H=19.5 cm

Medium for rough: Mix Media

Final Size : 1080 px (w) x 1080 px (h)

Color: RGB





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ANNUAL EXAMINATION | 3rd B.F.A. (APPLIED ART) 2022-23

DA

TE: 06/04/23

TIME: 9:30am to 3:00pm (12:00 noon -12:30pm break)

SUBJECT: COMPUTER GRAPHICS

PAPER - II

DAY: Thursday

DURATION: 5 hrs

TOTAL MARKS: 40

Instructions : Follow the instructions mentioned in Paper 1.

- Paper 1 (40 marks) + Paper 2 (40 marks) = 80 Marks
- No need to prepare a rough design, students can directly start the final
- 20% of the alteration in the created visual or imagery is allowed
- Use any vector software that is available on your allotted computer. Use available fonts on your computer.
- Using the allotted computer, create a folder on 'D' drive named '4YR22TE-ROLLno'. Save all your exam related files along with a Final png format file with white background in the same folder.
- File Name Format : *Rollno-4YR22TE-A* | *Rollno-4YR22TE-B* | *Rollno-4YR22TE-Final*
- One can use any appropriate software that is available on the allotted computer.
- Use of Pen-drive, CD is not allowed without permission of the Lab-in-charge.
- Mobile or any other electronic devices are not allowed in the examination hall.
- Keep saving your work file every 15 minutes to avoid technical problems

Question: Create the adaptations of the design created in paper I for website banner and instagram story.

Brief : Read the brief given in Paper 1 and use it accordingly.

Essential Design Elements :

Appropriate visual to support copy and concept

Headline: GRAB YOUR CHILL! or create your own.

Logo: Nescafé (provided)

Size for web banner : 1920px (w) x 550 px (h)

Size for Instagram story : 1080 px (w) x 1920 px (h)

Color Mode: RGB



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ANNUAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 5th & 6th April '23
Thur

DAY: Wed &

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

DURATION: 10

SUBJECT: Lettering and Typography

MARKS: 80

Instructions:

- Prepare **1 color comprehensive** for the given task in proportionately half size and get it signed by the supervisor within the first two hrs.
- Candidates are allowed to refer to type specimen books and photographic printed references only after the rough is signed by the supervisor but direct tracing from such references is not allowed at all.
- Use 1/2 Imperial size paper for all the tasks.
- Submission of the final Paper should be separate. Rough and tracing paper should be stapled properly in following sequential order- starting from top: 1) Rough sheet 2) Tracing papers 3) References used.
- Credit will be given to typography skills, composition, execution, layout, finishing, colour scheme.
- Any Digital or electronic devices such as Mobile phone, CD, Digital Camera, Pen drives, Headphones or any other musical instruments are **PROHIBITED** inside the examination hall.

Question: Create a typographical design for the Popcorn package for PVR Cinemas.

Brief: PVR Ltd (formerly Priya Village Roadshow Ltd), doing business as PVR Cinemas, is an Indian multiplex chain based in Gurgaon. PVR pioneered the multiplex revolution in India by establishing the first multiplex cinema in 1997 at Saket, New Delhi. PVR Ltd. Trade name. The Popcorn counter at the food court of PVR Cinemas is redesigning its package design. A bag of freshly popped popcorn is a must while watching a movie. Various flavours of popcorn are available at the food court. Some of the most preferable flavours are mentioned below.

- Butter smoked sea salt popcorn- Tender white popcorn kernels, real butter, and smoked sea salt combine to create this delicious snack.
- Masala popcorn- This is for those people who love all things spicy. These popcorns, coated with a mix of indian spices and paprika, creates a delicious blast of flavors in our mouths.
- Creamy butter- This classic indulgence is created by frying the popcorn kernels in fresh dairy butter with a pinch of sea salt.
- Caramel popcorn- This is the perfect snack for those who love both the spicy as well as sweet flavors. The crunchiness of popcorn, when coated with a delicious topping of caramel, offers the most wonderful and delightful experience.
- Coffee flavored popcorn- This sophisticated snack is made by combining rich coffee with tender white popcorn.
- Dark chocolate caramel popcorn- This heavenly combination is created by blending rich Belgian dark chocolate with classic caramel popcorn.

Task: Refer to the diagram below and design a striking package design . The design should be a blend of either lettering and typography or Calligraphy and Typography.

Design mandates:

Incorporate the word 'Popcorn' as a main title on any two alternate sides of the package.

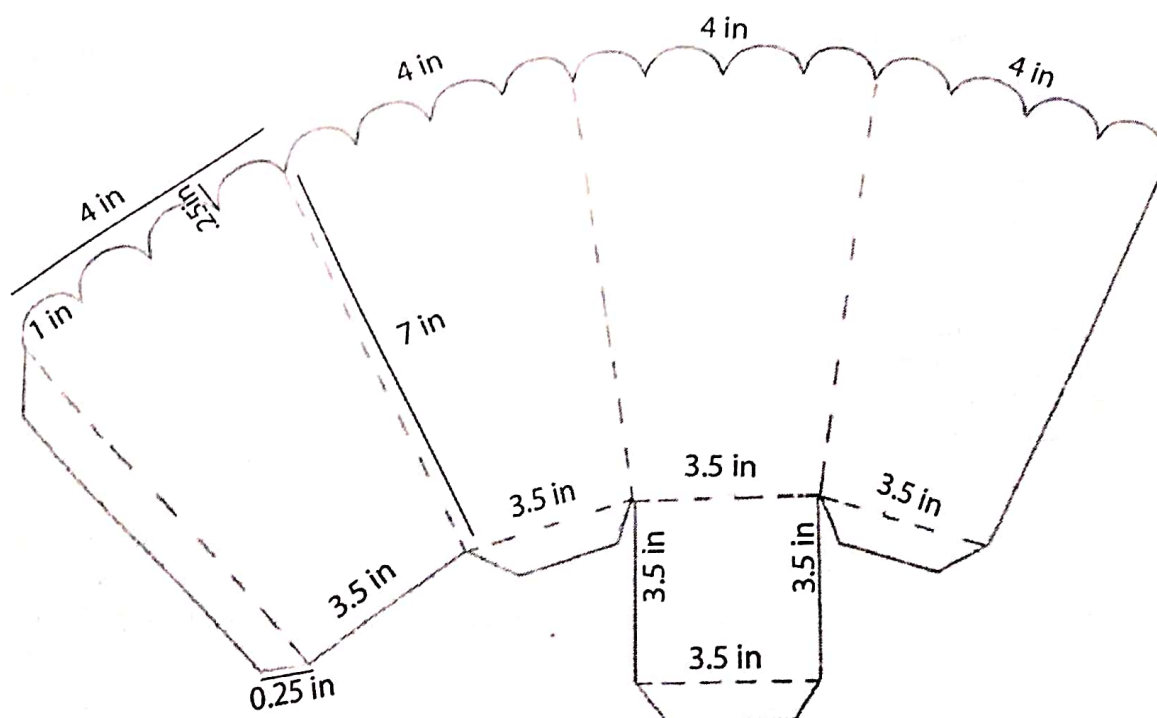
Text: Enjoy the popcorn and enjoy the show. It's just a movie so have fun

- Students are allowed to use other relevant text in support of the subject.
- Typographical design should be incorporated on all four sides of the package.
- Visuals will be in the form of letterforms only

Paper Size: ½ imp (Horizontal)

Medium: Poster Colour or Mix media

Note: Do not repeat the design.





ANNUAL EXAMINATION | 3YR BFA (APPLIED ART) 2022-23

DATE: 24/03/23 & 27/03/23

TIME: 9:30am to 3:00pm (12:30pm -1:00pm break)

SUBJECT: INFORMATION DESIGN

DAY: Friday & Monday

DURATION: 10 hours

MARKS: 80

Instructions:

- Use ½ imperial size paper as an answer sheet.
 - Prepare 2 colour roughs, get one approved within the first 1½ hrs (by or before 11 am).
 - Students are allowed to refer to type specimen books and printed references after the approval of rough, direct tracing from such references are strictly not allowed at all.
 - Any type of alteration in the given final and rough size is not permissible.
 - Credit will be given to Interpretation of brief and thought, good composition, proper use of typefaces, relevant colour scheme & overall finishing.
-

Question: Design an Infographic poster for Government of Maharashtra to be issued in public interest for the colleges in Mumbai region.

Brief: Social media has become a daily habit in most people's lives. Individuals across different age groups use social media platforms like Facebook, Instagram, YouTube and Twitter for communication and networking, and Indians spend approximately 2.4 hours of a day on social media alone. Young individuals aged 18-24 years spend an excessive time of approx 4.3 hours a day on these applications – with Facebook and Instagram having 97.2 million and 69 million users from this age group alone in India, clearly showcasing growing dependency on social media. A major impact that social media has on children and teenagers is their lack of concentration in their studies.

Looking at the research, the Government of Maharashtra has decided to make an awareness campaign on "Digital Detox". A digital detox refers to a period of time when a person refrains from using tech devices such as smartphones (mainly), televisions, computers, tablets, and social media sites. "Detoxing" from digital devices is often seen as a way to focus on real-life social interactions without distractions.

Design Essentials :

1. **Headline:** Reasons for "Smartphone Detox" OR Create your own
2. Appropriate visual, Icons/Graphics
3. **Logo :** Government of Maharashtra
4. **Copy Matter :** Online technology is ingrained officially in our lives. Words such as 'connect', 'share', 'like' and even 'friend' have an entirely different meaning now. Every individual is addicted to the digital box, 'Smartphone'. The rise of smartphones means people can be contacted by others at any time, anywhere. But is this connectivity always good? What happens if you are on your mobile phone too much? Here are some reasons to go for a "Digital Detox" and put your phone away.

- **LOWERS CONCENTRATION** : Excessive mobile phone use leads to poor concentration. Having your phone out whilst doing homework or revision can make students perform 20% worse. The researchers state that "the mere presence of a cell phone may be sufficiently distracting to damage attention".
- **FEAR OF MISSING OUT (FOMO)** : Students often experience Fear Of Missing Out (FOMO). This is made worse with mobile phones and the rise of social media, driving the compulsive need to know what others are doing. Those who develop FOMO will experience lower overall mood, increased anxiety, and are more likely to check their phones during lessons or study time. One can overcome this FOMO, such as focusing on the present moment, avoiding multitasking or limiting social media time.
- **REDUCES MEMORY** : Phone messages and notifications are distracting and disrupt tasks (study), causing goals of the tasks to be forgotten. This is apparent to anyone watching a student revising or doing their homework with their phone next to them. Researchers confirmed that the waves of mobile phones do have an impact on memory, though noting that the effect sizes are small.
- **WARPS YOUR VIEW ON REALITY** : Social media presents a distorted view of reality. No-one is as happy as they seem on Facebook, as wise as they appear on Twitter, as busy as they look on Linked In or as updated as they look on Instagram. By nature, we then compare our lives to these false realities. This comparison to others can be stressful, promoting a fear of failure.
- **STRESS AND ANXIETY** : Excessive use of mobile phones is bad for your psychological health. Constant over-use of mobile phones leads to increased anxiety, feelings of loneliness, and low self-esteem. Reliance on mobile phones can also cause irritation, frustration, and impatience when they cannot be used.
- **MAKES YOU SLEEP WORSE** : Use of phone for longer than 20 minutes at a time will lead to poor sleep quality and duration. One possible reason is that the brightness of the backlight on your phone delays the sleep hormone, melatonin, from being released, keeping you awake for longer. Ways to fall asleep more easily include having a regular sleep schedule, exercising a couple of hours before bedtime, a hot bath or, obviously, avoiding screens at night.

Size: 12"(W)x 18"(H)

Colour : Multi colour

Rough : 6" (W) X 9" (H)

Medium : Poster Colour

NOTE : Students can alter the given copy for the mentioned points, but reduction in the pointers are not permissible.



**Government of
Maharashtra**



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ANNUAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 28th Mar & 29th Mar '23
TIME: 9:30am to 3:00pm (12.30pm-1.00pm break)
SUBJECT: Publishing Design

DAY: Wed & Thu
DURATION: 10Hrs
MARKS: 80

NOTE:

- Prepare **two colour comprehensives** in proportionately smaller of the final sized and get one signed by the supervisor within the first **two hours**.
- Type specimen books and photographic printed references are allowed after two hours but direct tracing from such references is not allowed at all.
- Use $\frac{1}{2}$ imperial size paper for the task.
- Students are strictly warned that they should not bring the computer printout of the layout/ headline/ text copy which they are going to render on the answer sheet.
- Submission of the final Paper should be separate. Rough and tracing paper should be stapled properly in following sequential order - starting from top: 1) Rough sheet 2) Tracing papers
- Credit will be given to creative conceptualization / idea / theme, appropriate use of visual and type selection, Colour Scheme, Layout, Composition, Overall Finishing, its relation with the given subject.
- Any Digital or electronic devices such as Mobile phone, Digital Camera, Pen drives, Headphones or any other musical instruments are **PROHIBITED** inside the examination hall.

Question: Design a single page advertorial for Lakmé which will be published in the April edition of VOGUE magazine of 2023

Brief: Lakmé is a beauty brand built around Indian women and its cosmetic products are at par with International standards. It is India's oldest and most trusted brand that has been testified and acknowledged as a brand delivering reliable and quality products for generations. Lakmé India manufactures beauty and skin care products that are meant for all kinds of occasions. The online store has a virtual 'Try On' feature that lets the buyers try the cosmetics online before they actually buy them. From the bestsellers to latest and new launches, customers get everything under one roof.

Design Essentials

Headline: Your 2 Minute Make-up Fix or Create your own

Introduction: Save time while applying make-up with Lakmé's quick-fix products that get you ready to tackle the night ahead in just three minutes.

Body Copy: Today's girl has a number of things to do on a daily basis. After a challenging and busy day at work, we often find that applying a "full face" becomes time consuming and impractical. Taking care of all the essentials, Lakmé presents three simple products to give you that glamorous look.



STEP 1: Lakmé CC Complexion Care Cream

Combining the benefits of a skincare cream with a touch of make-up, the product is available in two shades—Beige and Bronze. Offering the coverage of a foundation while nourishing skin, it gets perfectly absorbed into the skin, quickly covering blemishes and spots to give instantly styled skin.

STEP 2: Lakmé Eyeconic Kajal

A smudge proof and waterproof kajal that lasts for up to 10 hours, the Lakmé Eyeconic Kajal comes in a convenient twist-up format, making it easy to use while you're on-the-go. Available in six shades, from the classic black and brown to the more contemporary hues of blue, green, grey and white, these kajals are the perfect accessory for every mood.

STEP 3: Lakmé Lip Love

For that picture-perfect pout, select Lakmé's Lip Love lip balm—a dual core lip balm range that keeps lips moisturised and protected while giving a touch of colour. Available in four flavours—Cherry, Strawberry, Vanilla and Peach.

Logo: Use the logo provided. (Logo can be used in reverse colour (white) according to design requirement)

CTA (call to action): For more information visit www.lakmeindia.com

Final Size: 21cm (width) x 28cm (height). Use ½ imp sheet to the final task.

Colour: Suitable colour scheme **Medium:** Poster colour

LAKMÉ





ANNUAL EXAMINATION | 3YR BFA (APPLIED ART) 2022-23

DATE: 31/03/23 & 03/04/23

TIME: 9:30am to 3:00pm (12:30pm -1:00pm break)

SUBJECT: COMMUNICATION DESIGN

DAY: Friday & Monday

DURATION: 10 hours

MARKS: 80

Instructions:

- Prepare 2 colour roughs, get one approved within the first 2 hrs (by or before 11:30 am).
 - Students are allowed to refer to type specimen books and printed references after the approval of rough, **direct tracing from such references are strictly not allowed.**
 - Use ½ imperial size paper as an answer sheet.
 - Any type of alteration in the given final and rough size is not permissible.
 - Credit will be given to Interpretation of brief and thought, good composition, proper use of typefaces, relevant colour scheme & overall finishing.
-

Question: Design a Magazine advertisement for 'Vicks Cough Syrup' for children.

Brief: 'Vicks Cough Syrup' Honey flavour for Chesty Cough helps clear chest conjunction in a natural honey flavored cough syrup. Vicks Cough syrup for Children contains medicine that provides relief from chest congestion and helps clear phlegm. It does not cause drowsiness, suitable for children and family.

Vicks Cough Syrup contains Guaifenesin – an expectorant that thins phlegm in the chest to get it out of the airways. This active ingredient loosens exasperating mucus that jam the chest, helping one to cough it up and out with ease. Vicks Chesty Cough syrup also soothingly coats irritated throat.

Design Essentials :

1. **Headline: Take care of your child**
OR Create your own
2. Appropriate visual
3. Product
3. Logo : Vicks
4. Key Features :
 - Helps clear phlegm.
 - Doesn't put you to sleep.

Size: 8"(W)x 11"(H)

Colour : Multi Colour

Medium : Poster Colour





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 | 3YR- BFA APPLIED ART, 2022-23

DATE: 20th March '23

TIME: 9:30am to 12:30pm

SUBJECT: Advertising art and ideas

DAY: Monday

DURATION: 3 hours

MARKS: 80

Instructions:

- Read the question carefully before attempting for the answer.
- All questions carry equal marks. Internal options are available wherever mentioned.
- Always put the proper question number in the margin properly.
- Answers should be supported by suitable illustrations.
- Answers should cover all the required aspects of questions & sub-questions with separate paragraphs.
- Keep the paper neat & clean.
- If one is to attempt in Marathi or Hindi with English words then the text for both must be in the same line to avoid jumble of composing.

Attempt Any Five questions of the following

- Q. 1 Write about Communication Media & compare them to Advertising Media. 16
- Q. 2 What are various popular Advertising Execution Techniques? Give examples from current advertisements. 16
- Q. 3 Explain the importance of Readership & Viewership for preparing a media plan. 16
- Q. 4 Why is Segmentation considered as preparation for Market Research? 16
- Q. 5 What are Campaigns? Write about effective messages in a Campaign. 16
- Q. 6 Write in detail about the importance of effective message & Cost effective Media in Advertising. 16
- Q. 7 Write detailed notes on Any Two of the following. 16
- A Modern Media
- B Importance of Market Research
- C Corporate Advertising
- D Tricks of Marketing

TERMINAL EXAM PAPER

2022-2023



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TERMINAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 13/10/2022 & 14/10/2022

TIME: 9:30am to 3:00pm (12:30pm -1:00pm break)

SUBJECT: Elective- Lettering and Typography

DAY: Thu & Fri

DURATION: 10 hours

TOTAL MARKS: 100

Instructions:

Prepare **1 color comprehensive** for the given task in proportionately half size and get it signed by the supervisor within the first two hrs.

- Candidates are allowed to refer to type specimen books and photographic printed references only after the rough is signed by the supervisor but direct tracing from such references is not allowed.
- Use 1/2 imperial size paper for all the tasks.
- Submission of the final Paper should be separate. Rough and tracing paper should be stapled properly in following sequential order - starting from top: 1) Rough sheet 2) Tracing papers 3) References used.
- Credit will be given to calligraphy style, composition, execution, layout, finishing, colour scheme.
- **Any Digital or electronic devices such as Mobile phone, CD, Digital Camera, Pen drives, Headphones or any other musical instruments are PROHIBITED inside the examination hall.**

Question: Create a Promotional Calligraphic Poster for *Callifest India 2022*.

Callifest India is an event dedicated to the promotion of Indian scripts and calligraphy. Conceptualized and curated by Achyut Palav and organized in association with Mr. Gopal Patel of Ink Drops, the 5-day event will witness participation by International Master Calligraphers, Indian artists and will be visited by people from all over India.

The purpose of the event is to bring into light the potential of Indian Scripts, which are phonetically superior and aesthetically rich with a high degree of commercial applicability. Callifest India is dedicated to generate awareness about Indian calligraphy and at the same time help people have an outlet to attain their creative potential. It promises to be a celebration of the beauty, legacy and culture of Indian scripts through paintings, displays and installations. Students and aspiring artists will also be greatly benefitted by exhibitions, workshops, seminars, calligraphy demonstrations and lectures conducted by master calligraphers and experts from various fields.

Select any one theme to create a Calligraphic Composition for the poster in Indian script (No roman)

Theme 1- Movement

Tangible Emotions

Everything around is in a state of motion, evidently or obscurely. Our environments and everything we see and hear has an effect on our mind and emotions, albeit of varying intensity. The rhythmic beat of a drum, the tunes generating out of the instrument will have us tapping our feet and nodding our heads in no time. The graceful movements of a dancer, the rising and crashing of waves, the sway of a clock's pendulum creates a mental image of an arc or a wave in our minds. These movements have a certain speed and direction. Various gestures, movements, enjoying

performances, hearing music will always trigger emotions and they in-turn get interpreted in our minds, visuals, shapes, colours and textures. Let movements inspire you to create a calligraphic composition. Let these appear on your canvas in the form of letters and strokes. Create tangible from intangible.

OR

Theme 2- Seasons

Celebrating Change

The 6 seasons each have a unique range of flora and a beautiful palette that dominates the earth and sky. The entire spectrum of seasons has inspired writers, artists, poets and all others for ages. The changing winds, scenes and temperature have some effect or the other on each mind. As Mother Nature changes her wardrobe, regales in her transitions, her seasons have been celebrated with art, festivals and rituals. They have become a subject of expression, be it melancholy or euphoria. Let the changing landscapes, mood altering weather, songs and melodies sung, poems written about nature, the dynamic elements, the sights and sounds of these seasons inspire your calligraphic creations.

Design Requirements

Headline: Celebrating the festival of Indian script or create your own
Calligraphic composition on any 1 selected theme from mentioned above

Date: 22nd- 28th Nov

Base line: Festival of Indian Scripts & Calligraphy

Venue: Surat

Activity: Workshops, Exhibition, Lectures and Demonstrations
Incorporate the logo below

Size: 12 x 18 inches (vertical)

Medium: Mix media

Colour: Multicolour





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TERMINAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 13th & 14th Oct '22

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

SUBJECT: Elective- Illustration

DAY: Thursday & Friday

DURATION: 10 HRS

MARKS: 100

Instructions:

- Type specimen books and photographic printed references are allowed after 1 and 1/2 hours. Direct tracing & copying from such references is not allowed (Internet images, Typography specimen books etc.)
- Students are strictly warned that they should not use any computer printout of the layout/ headline/ text copy, which they are going to render on the answer sheet.
- Prepare 2 proportionately smaller rough layouts with illustration in Pencil & do color 1 of them in first 1 & 1/2 hrs and take supervisor's approval on the selected Design (by or before 11.00am)
- Use ½ imperial cartridge sheet for rough and ½ imperial Ivory paper for final.
- **Digital or electronic devices are strictly prohibited inside the examination hall.**

Question: Design a double spread inside storybook layout with an interesting, attractive & narrative illustration on the given story. (Age group- 8-12 years)

Story:

Vikramaditya was a great king who ruled over a prosperous kingdom from his capital at Ujjain. He had immense love for learning as well as for adventure. He was brave, fearless, and with a strong will. Every day many visitors used to visit the king and gift him something. The King used to accept all the gifts with the same courtesy. Among such visitors was a mendicant who presented the king with fruit on every visit. King Vikramaditya used to hand over the fruit to the royal storekeeper. One day while handling the fruit, it broke and from the top came out a handy ball of a ruby. The King was surprised. He ordered to check all the fruits, and from all fruits came out a fine ruby. The King decided to meet the mendicant. However, the mendicant had set a condition that the King must meet him under a Banyan tree in the center of the cremation ground beyond the city, at night, on the 14th day of the dark half of the month. King met him as decided. The King asked the mendicant why he was doing this. The mendicant tells that there is a task that only a King like Vikramaditya can perform. King Vikramaditya had to visit the northernmost corner of this ground where he would find a very ancient tree. There would be a corpse hanging from one of its branches. He would have to fetch it for the mendicant, as the mendicant was seeking certain occult powers which he would get only if a king brought this particular corpse to him and if he would practice certain rites sitting on it.

According to the legend the King Vikramaditya, in order to fulfill a vow, was required to remove a corpse of Betaal from a treetop and carry it on his shoulder to another place in silence. En route, the spirit of Betaal (in the corpse) used to narrate a story to the king and after completing

the story Betaal would pose a query that if he (The king) knew the answer, was bound to respond lest he would break his head into a thousand pieces. But if he does speak out, he would break the vow of silence and Betaal would fly back to the treetop, leaving the king inches short of his destination! The king would go after the vampire and start all over again. And so on and so on and so on.

Design Requirement:

- Story Title: 1. Vikram & Betaal (Title should be designed & colored)
- Illustration (Should cover 80% of the given area)
- Suggestion of the story text
- Page no. 1 & 2
- Non bleed

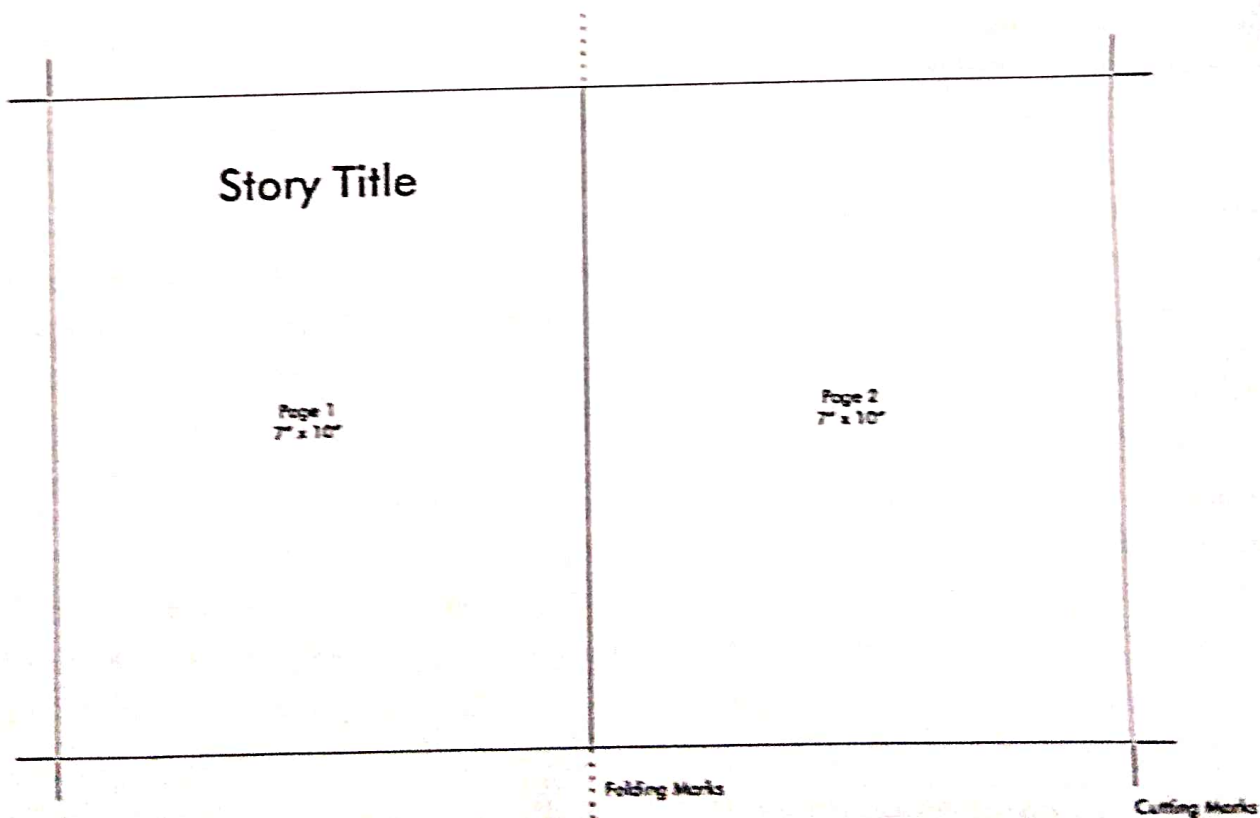
Size: 8" x 11" (Vertical)

Medium: Multicolour

Credits will be given:

1. Understanding of the topic & visual narration of a story
2. Style of the illustration
3. Appropriate color scheme
4. Medium handling
5. Title design & layout
6. Overall finishing

Page Layout Diagram



***Do not write Cutting Marks or Folding Marks on the Final sheet. Only mention the marks.**



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TERMINAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 13/10/2022 & 14/10/2022

TIME: 9:30am to 3:00pm (12:30pm -1:00pm break)

SUBJECT: Elective-Photography

DAY: Thu & Fri

DURATION: 10 hours

TOTAL MARKS: 100

Instructions:

- Prepare two **colour roughs (Composition)** in proportionately smaller of the final sized and get one signed by the supervisor within the first **2 hours**. (By or before 11.30 am).
- Students are allowed to refer to type specimen books and printed references after 2 hours, **direct tracing from such references are strictly not allowed**.
- Paper size: **Candidates are instructed to use half imperial size paper for both rough & comprehensive.**
- Any type of alteration in the given final and comprehensive size is not permissible.
- Students should bring their own materials and accessories required for the Table Top.
- Comprehensive must show tonal values and details of lighting on objects.
- Credit will be given to perfection in lighting, exposing, presentation and interpretation of briefs.
- Any type of digital and electronic device is **STRICTLY PROHIBITED** inside the examination hall.
- Task A: 20 Marks, Task B: 80 Marks.
- Do not mention names on any side of paper.
- Task A: 20 Marks, Task B: 80 Marks.
- Digital or electronic devices are **STRICTLY PROHIBITED** inside the examination hall.

Question: Tabletop- Product Photography of Lenskart sunglasses for **website page**.

Brief:

Lenskart is the leading e-commerce portal for eyewear in India. It has revolutionised the eyewear industry in the country with its omni-channel approach. From an ever-growing number of offline stores across major cities in the country to innovative integration of technology while purchasing online, lenskart caters to every customer with several deals and offers.

A one-stop online solution for purchasing eyewear and its accessories, lenskart delivers them right at your doorstep with convenient methods of payment. Sunglasses as well as eyeglasses are available for men and women in a diverse array of styles and trendy colours. If you want to try out contact lenses, pick the ones of your choice from the extensive variety of coloured contact lenses from our online store.

Task A: On the basis of the brief given above conceptualise and sketch at least two different table top photographic possibilities showing two different compositions with exact illumination of light falling.

Task B: Consider any one reference completed in task:-a, make an arrangement in the studio considering the selected reference. Students are expected to arrange lights and props as per their compositional idea.

Click the frames with a digital SLR camera kept in manual mode.

Submit only three frames of your choice in raw+jpeg format on a provided machine.

Any digital manipulation is not allowed.

Note: Selected composition will be used to upload on the website page.

Size: for rough 6" X 8" & for comprehensive: 8"X12"



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TERMINAL EXAMINATION | 3YR B.F.A. (APPLIED ART) 2022-23

DATE: 13/10/22 & 14/10/22
TIME: 9:30am to 3:00pm (12:30pm -1:00pm break)
SUBJECT: COMPUTER GRAPHICS

DAY: Wednesday & Thursday
DURATION: 10 hours
MARKS: 100

Instruction :

- Rough (20 marks) + Section A (40 marks) + Section B (40 marks) = 100 Marks
- Prepare 2 rough colour visuals, get one approved within the first 2 hrs (by or before 11:30am).
- Students are allowed to refer to type specimen books and printed references, **direct tracing from such references are strictly not allowed.**
- Paper size: Half imperial size Indian TK.
- Any type of alteration in the given final and rough size is not permissible.
- Using the allotted computer, create a folder on 'D' drive named '3YR22TE-ROLLno'. Save all your exam related files along with a Final jpg format file in the same folder.
File Name Format : **Rollno-3YR22TE-A | Rollno-3YR22TE-B | Rollno-3YR22TE-Final**
- One can use any software that is available on the allotted computer.
- Use of Pen-drive, CD is not allowed without permission of the Lab-in-charge.
- Mobile or any other electronic gadgets are not allowed in the examination hall.
- Keep saving your work file every 15 minutes to avoid technical problems.
- Credit will be given to Interpretation of brief and thought, good composition, proper use of typefaces and relevant colour scheme. The design should reflect the essence and purpose of the book.

Question : Redesign a book cover, spine and back for 'Logo Design Love'.

Brief : Logo Design Love: A book to create Iconic Brand Identities is a consistent bestseller in Amazon's branding and logo design category. The updated and expanded edition is available in thirteen languages.

In his book Brand Design Love, David Airey opens the curtain on a variety of topics, such as the best methods for expanding a logo, the reasons why certain logos are more successful than others, and what makes some designers stand out from the crowd. This source covers a wide range of ideas, including case studies, client collaboration strategies, and more than 30 useful pointers for establishing a career in the arts.

David shows you how to develop an iconic brand identity from start to finish, using client case studies from renowned designers. In the process, he reveals how designers create effective briefs, generate ideas, charge for their work, and collaborate with clients. David not only shares his personal experiences working on identity projects-including sketches and final results of his own successful designs-he also uses the work of many well-known designers such as Paula Scher, who designed the logos for Citi and Microsoft Windows, and Lindon Leader, creator of the current FedEx identity, as well as work from leading design studios, including Moving Brands, Pentagram, Meta Design, Sagmeister & Walsh, and many more.

Section - A (40 marks) | Date : 13/10/2022

Task : Design the title of the book 'LOGO DESIGN LOVE'

Size: According to your book cover design.

Color: CMYK

Section - B (40 marks) | Date : 14/10/2022

Task : Design the cover, spine and back side of the book.

Essential Design Elements

Front side : Title : LOGO DESIGN LOVE
Subtitle : A guide to creating iconic brand identities
Author name : David Airey
Edition : Second Edition

P.T.O.

Back Side :

Book Summary : A guide to creating iconic brand identities.

David Airey's Logo Design Love contains more of just about everything that made the first edition so great: more case studies, more sketches, more logos, more tips for working with clients, more insider stories, and more practical information for getting the job and getting it done right. In Logo Design Love, David shows you how to develop an iconic brand identity from start to finish, using client case studies from renowned designers. In the process, he reveals how designers create effective briefs, generate ideas, charge for their work, and collaborate with clients. David not only shares his personal experiences working on identity projects including sketches and final results of his own successful designs - he also uses the work of many well - known designers such as Paula Scher, who designed the logos for Citi and Microsoft Windows, and Lindon Leader, creator of the current FedEx identity, as well as work from leading design studios, including Moving Brands, Pentagram.

In Logo Design Love, you'll learn:

- Best practices for extending a logo into a complete brand identity system
- Why one logo is more effective than another
- How to create your own iconic designs
- What sets some designers above the rest 31 practical design tips for creating logos that last

Endorsement : "Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book valuable." - Tom Geismar, Chermayeff & Geismar & Haviv

Author Bio : A self - employed graphic designer from Northern Ireland, David Airey publishes three of the most popular graphic design blogs on the Internet: DavidAirey.com, Logo DesignLove.com, and Identity Designed.com David's blogs have attracted hundreds of thousands of loyal fans who read and are inspired by his writing every day. David is also the author of Work for Money, Design for Love.

Publisher: Peachpit Press

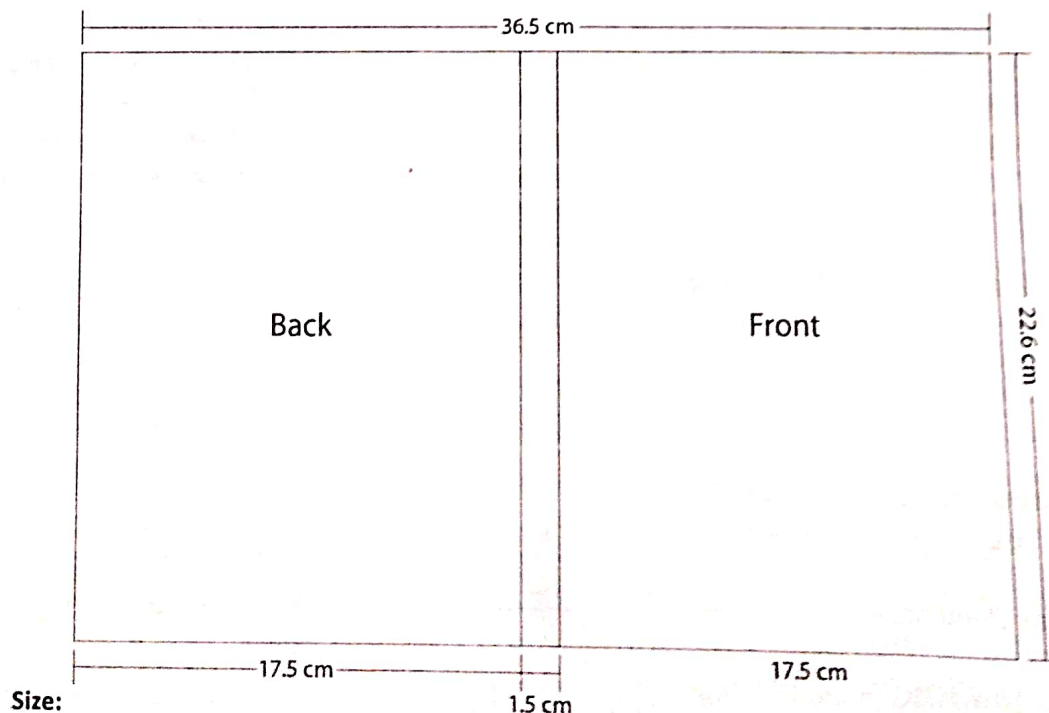
Level : Beginner/intermediate

Category : Graphic design

Price : Rs 2,244/- (Add Barcode)

Color : CMYK

Size :





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TERMINAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 13th & 14th Oct '22

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

SUBJECT: Exhibition Display Design and StageCraft

DAY: Thurs & Fri

DURATION: 10HRS

MARKS: 100

Instructions:

- Type specimen books and photographic printed references are allowed after 1 and 1/2 hours. Direct tracing & copying from such references is not allowed (Internet images, Typography specimen books etc.)
- Students are strictly warned that they should not use any computer printout of the layout/ headline/ text copy, which they are going to render on the answer sheet.
- Paper size: 1/2 Imperial (for Rough and Final)
- Prepare 1 rough design in color with the suggestion of the text in the first 2 hrs and take supervisor's approval on the selected Design (by or before 11.00am)
- Use Indian TK sheet for rough and TK/Ivory paper for final.
- Credit will be given to Interpretation of brief and thought, good composition, proper use of typefaces, finishing, and relevant colour scheme, neat & clean work.
- **Digital or electronic devices are strictly prohibited inside the examination hall.**

Question : Design an **Enclosed Window Display for Home Centre** (Household Products) store.

Brief : Home Centre offers an extensive and impressive range of furniture, modular furniture, home furnishings, home accessories, bed and bath products and kitchenware. Home Centre's in-house team of stylists and buyers draw inspiration from global trends to bring stylish and affordable furniture and homeware to a wide spectrum of homes ranging from the traditional to the modern.

Key Features: Diwali Collection

This Diwali, Home Center brings to you gifts that truly reflect the personality of your loved ones. An exclusive festive range spread across décor, tableware, kitchenware & soft furnishings. A best gift for the Perfect Host, for the Décor Lover, for the MasterChef or for the Enlightened. Home Centre has 400+ gifting ideas to choose from.

Size : 96 sq.ft. (L 14' x W 8' x H 10')

Design Requirement:

Design A window display for diwali collection

Logo & effective theme line should be visible painted/displayed in the window.

Atmosphere to create U.S.P. of the product.

Mention suitable material for your client to attract attention.
Design can have cutout, spotlight, special effects etc

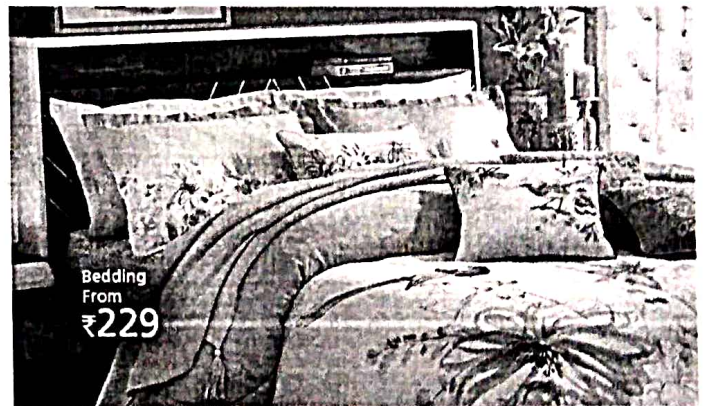
Rough : Select products from given Range: décor, tableware, kitchenware & soft furnishings.
On ½ imperial Size paper draw two conceptual sketches in colour for the window mentioned above with design specification with due attention to, exterior window view, 3D element related to the subject & special additional features if any.

Task A: On the final ½ imperial Size paper draw a Floor Plan and side elevation of the window in appropriate scale and indicate the basic requirements of the display. In your floor plan show technical details & scale, dimensions, material specification, products etc

Task B: Refer to the plan you have designed for a window in task A and render the freehand colour perspective of the window display.

Medium: Multicolour

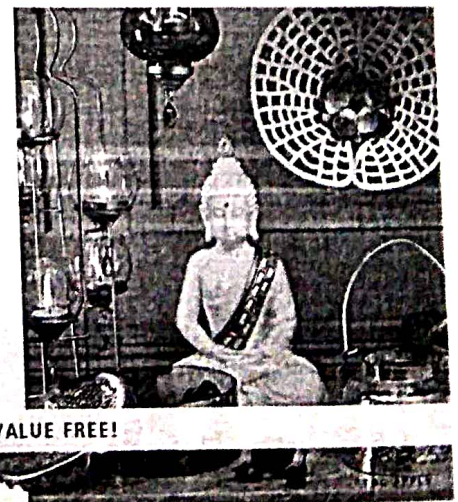
Credits will be considered : 1) Space division, concept & design skills. 2) Proper use of Elements, Layout and finishing. 3) Relevant colour scheme. 4) Interpretation of brief thoughts. 5) Photo quality rendering.



BUY 1 GET 1 FREE

On select Decor, Kitchenware
Tableware & more

SHOP NOW



BUY 2 & PAY FOR 1. GET 2ND PRODUCT OF SAME OR LESSER VALUE FREE!



TERMINAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 11th & 12th Oct '22

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

SUBJECT: Information Design

DAY: Tuesday & Wednesday

DURATION: 10 HRS

MARKS: 100

Instructions:

- Type specimen books and photographic printed references are allowed after 1 and 1/2 hours. Direct tracing & copying from such references is not allowed (Internet images, Typography specimen books etc.)
- Students are strictly warned that they should not use any computer printout of the layout/ headline/ text copy, which they are going to render on the answer sheet.
- Prepare 2 pencil rough designs & do color 1 of them in first 1 & 1/2 hrs and take supervisor's approval on the selected Design (by or before 11.00am)
- Use ½ imperial cartridge sheet for rough and Ivory paper for final.
- **Digital or electronic devices are strictly prohibited inside the examination hall.**

Question: Design an Infographic Chart for Navneet Education Ltd.

Brief: Navneet Education Limited is an Indian company that is in the business of educational and children book publishing, scholastic stationery and non-paper stationery products. It operates in three segments: publication, stationery and others. It produces titles in the children and general book categories, which includes children activity, board, story, health and embroidery books.

Navneet wants to design some infographic chart for primary & secondary school students to create interest in various art forms. Also, children will learn with these charts in an easy way.

Design Requirement:

- **Title:** Fun with Origami - A Penguin / A Crab
- **Introductory copy:** *Origami* is a Japanese paper folding art. *ori* meaning "folding", and *gami* meaning "paper" is the art of paper folding, which is often associated with Japanese culture. In modern usage, the word "origami" is used as an inclusive term for all folding practices, regardless of their culture of origin. The goal is to transform a flat square sheet of paper into a finished sculpture through folding and sculpting techniques. So, lets learn Origami ...
- Choose one from Penguin or Crab
- Process (copy) with easy-to-understand graphics/pictograms
- Existing Logo: Navneet Education Ltd.
- www.navneet.com



Knowledge is wealth

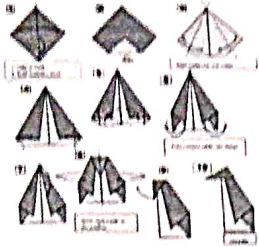
Size: 12" x 18" (Vertical or Horizontal)

Medium: Multicolour

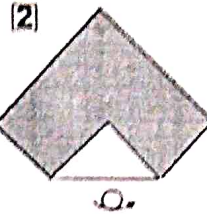
Credits will be given:

1. Hierarchical sequence
2. Selection of Typefaces & study of font sizes
3. Interesting use of graphics & visuals.
4. Space division & Layout
5. Colour scheme
6. Overall look

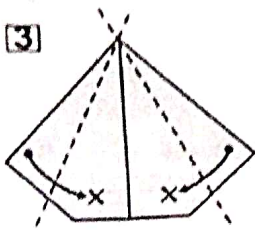
A Penguin



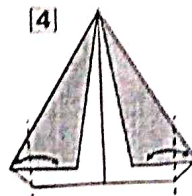
Fold in half



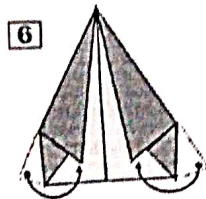
Fold bottom corner upward.



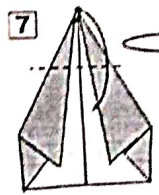
Fold corners to the cross
creasing marks



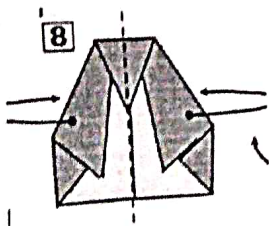
Make folds on marking & get



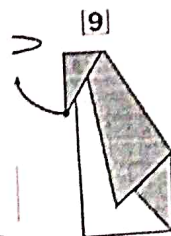
Fold corners under the wings



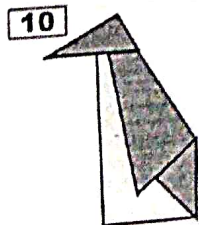
Make fold & get creasing mark



Bend backwards at the middle



Pull the flap up



And we get the Penguin

OR



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TERMINAL EXAMINATION | 3YR B.F.A. (APPLIED ART) 2022-23

DATE: 17/10/22 & 18/10/22

TIME: 9:30am to 3:00pm (12:30pm -1:00pm break)

SUBJECT: COMMUNICATION DESIGN

DAY: Monday & Tuesday

DURATION: 10 hours

MARKS: 100

Instruction :

- Prepare 2 rough colour visuals, get one approved within the first 2 hrs (by or before 11:30am).
- Students are allowed to refer to type specimen books and printed references after the approval of rough, **direct tracing from such references are strictly not allowed.**
- Paper size: **Half imperial size Indian TK for rough & ½ Imp Ivory sheet for final.**
- Any type of alteration in the given final and rough size is not permissible.
- Credit will be given to Interpretation of brief and thought, good composition, proper use of typefaces, finishing, and relevant colour scheme, neat & clean work.
- Total Marks 100 (Rough 20 Marks + Final 80 Marks)

Question : Create a double spread magazine ad for a handbag brand named 'Baggit'.

Brief : Established in 1990 by Nina Lekhi, Baggit is one of the leading fashion accessory brands. With her love for accessories and creative ideas, Lekhi caters to the need of fun loving urban Indian consumers. The brand has a strong belief in 'beauty without cruelty' that made it win the PETA Proggly award.

Baggit products are made in India from eco-friendly, vegan materials approved by PETA and are excellent in terms of functionality. The brand offers handy, trendy and chic accessories like bags and wallets in various colours and styles at reasonable prices.

Baggit has a wide range of bags for women & men both. Baggit bags are a blend of innovative style and trendy designs, becoming a hit among women belonging to SEC-A; and are meant for users between the age group of 18-35 years.

Essential Design Elements :

Headline : Glamorously stylish, fabulously strong **OR** Create your own

Appropriate Visual

Logo : Baggit

Call to Action : baggit.com | **Follow us :** Instagram, Facebook, Twitter

Size : 11 inch X 18 inch (Rough : 5.5" X 9")

Colour : Offset printing

Medium : Poster Colour

Baggit



TERMINAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 19th & 20th Oct '22
TIME: 9:30am to 3:00pm (12.30pm-1.00pm break)
SUBJECT: Publishing Design

DAY: Wed & Thu
DURATION: 10Hrs
MARKS: 100

NOTE:

- Prepare **two colour comprehensives** in proportionately smaller of the final sized and get one signed by the supervisor within the first **2 hours**.
- Type specimen books and photographic printed references are allowed after 2 hours but direct tracing from such references is not allowed.
- Use $\frac{1}{2}$ imperial size paper for the task.
- Students are strictly warned that they should not bring the computer printout of the layout/ headline/ text copy which they are going to render on the answer sheet.
- Submission of the final Paper should be separate. Rough and tracing paper should be stapled properly in following sequential order - starting from top: 1) Rough sheet 2) Tracing papers
- Credit will be given to creative conceptualization / idea / theme, appropriate use of visual and type selection, Colour Scheme, Layout, Composition, Overall Finishing, its relation with the given subject.
- Any Digital or electronic devices such as Mobile phone, Digital Camera, Pen drives, Headphones or any other musical instruments are **PROHIBITED** inside the examination hall.

Question: Design a Masthead and a Magazine Cover Page for 'Floriculture Today'.

Brief: Floriculture Today is INDIA'S first and the only monthly magazine on Floriculture, Nursery, Landscaping and Greenhouse technology since 1996 being published by Media Today Group. The magazine is widely read all over the country and abroad. Floriculture Today has been regularly participating in domestic and various International exhibitions in Holland, Italy, Singapore, Japan, Moscow, Gulf Countries, China, Malaysia, Hong Kong and many more countries.

The magazine contains regular features on flower growers, planting materials, irrigation & fertigation, floristry, green house technology, tissue culture, country profile, interviews of industry key persons, technical articles, exporters, importers, traders and wholesalers, worldwide events information, etc.

Design Essentials:

Masthead: Design a Masthead for 'Floriculture Today' (along with all other elements used in a masthead)

Title: "A sea of flowers" or create your own

Publisher's Logo: Existing Media today group logo

Main features of the magazine:

- * Romantic Castles - Fairytale gardens in magnificent settings
- * Where have all our butterflies gone? Discover ways to attract them back to your garden
- * INDIA GARDEN at Beijing International Horti Exhibition
- * Rediscovering India's most Iconic Flowers
- * 101 wow ideas for your garden space

Size: 8.5 inches (h) x 11 inches (w)

Rough size: Proportionately Half size

Medium: Poster Colour





Vishnu Waman Thakur Charitable Trust
VIVA INSTITUTE OF APPLIED ART
(Approved by A. I. C. T. E., Affiliated to University of Mumbai
Shirgaon, Virar East, Palghar-401305)

TERMINAL EXAMINATION | 3YR- BFA APPLIED ART, 2022-23

DATE: 21/10/2022

TIME: 9:30am to 3:00pm (12:30pm -1:00pm break)

SUBJECT: Advertising art and ideas

DAY: Friday

DURATION: 3 hours

MARKS: 100

Instructions:

1. Answer any FIVE question of the following. 2. All questions carry equal marks.
3. Use illustrations or sketches wherever necessary.

- Q. 1 Explain the importance of 'Innovative media' with examples.
- Q. 2 Write about 'Role of 'Advertising' in society. Cover the topic from all angles.
- Q. 3 What is the 'Role of 'Media' in society as in general? How does communication media also stand as advertising media?
- Q. 4 What is Advertising Campaign? Write about the factors to be researched before planning an Advertising Campaign.
- Q. 5 What are various Media we consume? Write about 'Above the line media' and Below the line media.'
- Q. 6 Write notes on **Any Two** of the following.
 - A. AIDA module of Advertising.
 - B. Demographics v/s Psychographics
 - C. Primary and Secondary Media in Advertising