

**BVA (Hons) 3<sup>RD</sup> Semester Exam., 2015**

**HISTORY OF DESIGN AND AESTHETICS**

*Paper : 301*

*Full Marks : 80*

*Time : 3 hours*

*The figures in the margin indicate full marks*

*Candidates are required to give their answers in their own words as far as practicable.*

**Group - A**  
(History of Design)

Answer Question No. 1 which is compulsory and any three from the rest.

1. Write short notes on **any two** of the following : 5+5=10
- (a) Audit Bureau of circulation.
  - (b) Passing of Or what is the main characteristics of Art Nouveau,
  - (c) Kalamkari
  - (d) Alpana
  - (e) Kantha
  - (f) Origin of Early Bengali Newspaper.
2. Why is the period 1930-40 considered as the period of firming of advertising in India? Explain. 10
3. What was the condition of advertising media during the early 17<sup>th</sup> century to 18<sup>th</sup> century? 10
4. Write an essay on Bengal Gazette. 10
5. What is Mask? Write a note on Chou or cambhira mask? 10
6. Name some traditional saris with the origin of their state of India? Write a note on Bandhej or Patola sari? 10
7. What is Art Nouveau - describe. 10

[Turn Over]

**Group - B**  
(Aesthetics)

Answer Question No. 1 which is compulsory and any three from the rest.

1. Write short notes on **any two** from the following : 5+5=10
  - (a) Pleasure
  - (b) What is beauty?
  - (c) What is art?
  - (d) Abhinaba Gupta
  - (e) Shadanga
  - (f) Art and society
2. Describe the Philosophy of Abanindranath Tagore. 10
3. What do you think about the aesthetic ideas of croce. 10
4. Write a brief note on Aristotle's idea of beauty. 10
5. What was the 'Idea of beauty' of Plato. 10
6. Give an account of the aesthetics of Rabindranath Tagore's paintings. 10

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**BVA (Hons) 3<sup>RD</sup> Semester Exam., 2015**

**METHOD MATERIALS AND ENVIRONMENTAL STUDIES**

*Paper : 302*

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**Group - A (Painting)**

Marks : 40

1. Answer any five questions :

2x5=10

- (a) What is binder?
- (b) What are the two basic things that are needed to make a painting?
- (c) What are the basic differences between a painting and Mural?
- (d) Mention some mediums for drawing.
- (e) What are flexible and rigid supports?
- (f) Give one example each of organic and inorganic pigment.
- (g) What is the difference between water colour and gouache?

2. Write short notes : (any five)

6x5=30

- a) Pigment
- b) Perspective
- c) Tone
- d) Transparent water colour
- e) Drawing
- f) Painting
- g) Elements of composition
- h) Shade

**Group - B** (Environmental Studies)  
Marks : 40

*Answer Question No. 1 which is compulsory and any three from the rest.*

1. Write short notes on **any two** from the following : 5+5=10
  - (a) What is the main symptom of Dengue?
  - (b) Mention the causes of extinction of wild life.
  - (c) Mention some methods of wild life conservation.
  - (d) Discuss the different uses of the Solar Power.
  - (e) What is the necessity of blood donation?
2. What is Conservation? Mention some methods of forest conservation. 2+8=10
3. What is Pollution? How did you control the water pollution? 2+8=10
4. Write the full forms of the following : 5x2=10
  - (a) W.W.F (b) LPG (c) UNESCO (d) F.W.P (e) HIV
5. How did you control Environmental Pollution? 10
6. How did you control Air Pollution? 10
7. Discuss about the main causes of Noise Pollution? Mention some effect of noise pollution in human life? 5+5=10

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**METHOD MATERIALS AND ENVIRONMENTAL STUDIES**

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**Group - A (Sculpture)**  
Marks : 40

Answer Question No. 1 which is compulsory and any three from the rest.

1. Write short notes (any two) : 5x2=10
- (a) Hammar
  - (b) Gouge
  - (c) Pedastal
  - (d) Butter Fly
  - (e) Chisel
2. Answer any three of the following : 10x3=30
- a) What is Plaster of Paris? Write in detail about the advantages and disadvantages of POP. 2+8=10
  - b) i) Describe the process making of terracotta clay?  
ii) Define hollow terracotta. 5+5=10
  - c) What is Relief Sculpture? How many types of relief sculptures are there? Compare different types of relief sculptures with necessary drawing. 2+4+4=10
  - d) Mention a few names of woods generally used in sculptures? Write in detail of seasoning and preservation of wood with drawings. 2+8=10
  - e) Describe the process of bronze casting and mention the process of 'patina'. 6+4=10

**Group - B** (Environmental Studies)  
Marks : 40

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**Group - A (Advertising Design)**

Marks : 40

Answer Question No. 1 which is compulsory and any three from the rest.

1. Write short notes on any two from the following : 5x2=10
  - (a) Trade Marks
  - (b) Applied Art
  - (c) Offset Printing
  - (d) Folder
  - (e) What is Computer Graphics? What do you mean by 2D animation.
2. What is an advertisement? Distinguish between the commercial and non-commercial art. 10
3. What are the elements and design considerations for a book cover and a book jacket? Support your statement with relevant illustrations. 10
4. What is direct mail? Explain with two examples. 3+7=10
5. Briefly discuss about Poster design and its uses in the advertising field. 10
6. Typography is the music of print advertisement. Discuss its significance in graphic design. 10

**Group – B** (Environmental Studies)  
Marks : 40

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