



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024  
Programme – B.Sc.(AM)-Hons-2023  
Course Name – Art and Design  
Course Code - VAC00001  
( Semester I )

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Barasat, Kolkata - 700125

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STUDY - MEDIA - JOURNAL

Time : 2:30 Hours

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

(i) Choose the definition of Rhythm?

- a) An element of art that shows repetition of visual motion
- c) How an artist directs a viewer's attention in a work of art

- b) An element of art that shows the movement within a piece of art that helps the eye travel through to a point of focus.
- d) A principle of art that shows repetition

(ii) Choose the appropriate answer to define Legibility.

- a) How easily or clearly the text can be read.
- c) How correctly the text has been written.

- b) How eligible or appropriate is the text as per subject.
- d) None

(iii) Choose the Serif Font from the following options of font.

- a) Arial
- c) Verdana

- b) Calibri
- d) Times New Roman

(iv) Choose the Sans Serif Font from the following options of font.

- a) Arial
- c) Algerian

- b) Book Antiqua
- d) Times New Roman

(v) Select the full form of JPEG.

- a) Joint Phonographic Exports Group
- c) Joint Photographic Experts Group

- b) Joint Photographic Exports Group
- d) Junior Photographic Experts Group

(vi) Name the pioneer of the Renaissance Art.

- a) Giotto
- c) Gainsborough

- b) Masaccio
- d) John Constable

(vii) Identify the correct definition of Mural Painting ?

- a) Any piece of artwork painted or applied directly on canvas

- b) Any piece of artwork painted or applied directly on a wall, ceiling or other permanent surface

- c) Any piece of artwork painted or applied directly on a cloth
- d) Any piece of artwork painted or applied directly on human body
- (viii) Identify the state where Warli Painting originated as a folk tradition.
- a) Gujarat  
b) Rajasthan  
c) Odisha  
d) Maharashtra
- (ix) Identify the notable artists of the High Renaissance period.
- a) Salvadore Dali  
b) Leonardo Da Vinci  
c) Cimabue  
d) Vincent Van Gogh
- (x) Select the appropriate answer to fill in the blank. The Altamira Cave of Spain is renowned for \_\_\_\_\_ featuring charcoal drawings and polychrome paintings of contemporary local fauna and human hands.
- a) renaissance period parietal cave art  
b) medieval period parietal cave art  
c) ancient parietal cave art  
d) pre-historic parietal cave art
- (xi) Select the appropriate answer to fill in the blank. \_\_\_\_\_ refers to the many types of art produced by the ancient cultures of ancient societies who were acquainted with some form development in the field of art and sculpture.
- a) Medieval art  
b) Ancient art  
c) Pre-historic art  
d) Byzantine art
- (xii) Choose the animal that has not been represented in the Cave Paintings of Chauvet Cave.
- a) Horses  
b) Cows  
c) Rhinoceros  
d) Megaloceros
- (xiii) Select the types of painting styles that were popular during the Middle Ages ?
- a) Mosaic painting  
b) Illuminated Manuscript  
c) Stained Glass painting  
d) Mosaic, Illuminated Manuscript and Stained Glass painting
- (xiv) Choose an appropriate answer to describe a Shape.
- a) Principle of art that deals with Height and Width  
b) An element that refers to the Area between, around and /or within things  
c) A shape or figure is a graphical representation of an object or its external boundary, outline, or external surface. It is enclosed by lines and curves  
d) An element that is concerned with Depth; and that Encloses Space
- (xv) Select the term of Visual art that gives us an idea of the surface quality of an object.
- a) Swatch  
b) Gradient  
c) Texture  
d) Pattern

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Describe the Element of Line in Design (3)
3. Explain the Principle of Contrast in Design (3)
4. State about the sources of Fresco Paintings found in India. (3)
5. Define Folk Art. (3)
6. State a Key Concept in Contemporary Art (3)

OR

Define Pre-Historic Art (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Define Pre-Historic Painting in the Context of Art History (5)



8. Summarize the significance of Emphasis in Design
9. Describe the Elements of Design.
10. Classify the Elements of Design into two main categories.
11. Write about the role of Facial Expressions in conveying character emotions.
12. Differentiate between one-point and Three-Point Perspective.

(5)  
(5)  
(5)  
(5)  
(5)

OR

Compare Linear Perspective with Atmospheric Perspective

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