



**BRAINWARE UNIVERSITY**

**Term End Examination 2018 - 19**

**Programme –Bachelor of Arts (Honours) in Multimedia & Web**

**Course Name – Advanced Study of Art & Image Making**

**Course Code -BMW202**

(Semester – 2)

**Time allotted: 3 Hours**

**Full Marks: 70**

[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 Questions)

10 x 1 = 10

1. *Choose the correct alternative from the following:*
  - (i) Which of the following artist is credited with the first insight into Human Anatomy?
    - a. Henri Matisse
    - b. Henri de Toulouse Lautrec
    - c. Leonardo da Vinci
    - d. Pablo Picasso
  - (ii) Henri Matisse is an artist connected with \_\_\_\_\_.
    - a. Cubism
    - b. Fauvism
    - c. Renaissance
    - d. Pointillism
  - (iii) Which famous artist said, “Composition is the art of arranging in a decorative manner the diverse elements at the painter’s command to express his feelings”?
    - a. Henri de Toulouse Lautrec
    - b. Henri Matisse
    - c. Henri Leconte
    - d. Henri Heerup
  - (iv) Bauhaus was a \_\_\_\_\_.
    - a. French art school
    - b. German art school
    - c. Russian art school
    - d. Swiss art school
  - (v) Which of the following is the first Desktop Publishing Software?
    - a. Adobe Photoshop
    - b. Adobe Illustrator
    - c. Adobe Indesign
    - d. Aldus Pagemaker
  - (vi) Who influenced the development of Gestalt’s Psychology?
    - a. Immanuel Kant.
    - b. Ernst Mach
    - c. Wolfgang von Goethe
    - d. All of them

- (vii) Max Wertheimer is known for his concept of:
- a. phi phenomenon
  - b. pli phenomenon
  - c. phi equation
  - d. None of these
- (viii) Guernica (Picasso) was done in \_\_\_\_\_.
- a. 1914
  - b. 1917
  - c. 1936
  - d. 1937
- (ix) Modernity was
- a. An art movement in Modernism
  - b. A situation led to Modernism
  - c. A painting of Modernism
  - d. A group of artists
- (x) Which is the smallest unit of an Image?
- a. Line
  - b. Dot
  - c. Anchor Point
  - d. Pixel

### Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following:

- 2. Write briefly about Fauvism. 5
- 3. Describe any art movement of Modernism era. 5
- 4. Write a short note on Commercial Art. 5
- 5. Distinguish between Op Art and Pop Art. 5
- 6. Draw a Page Layout of a Poster Design on No Smoking with message. Use only pencil to draw. 5

### Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following:

- 7. Write about Elements of Composition in Art and Design. 15
- 8. (a) Who was Henri Toulouse Lautrec? 2
- (b) Write a note on the works of Henri Toulouse Lautrec. 13
- 9. (a) Define Graphic Design. 5
- (b) Differentiate between Raster Graphics and Vector Graphics. 5
- (c) Compare between Denotative image and Connotative image. 5
- 10. Write a note on Colour Modes. 15
- 11. (a) Define Cubism. 3
- (b) Write briefly on some on the important paintings of Cubism style. 12