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I Semester B.V.A. Degree Examination, January/February- 2025

VISUAL ARTS

Design Language - I

(SEP Scheme Fresher 2024)

Paper : DSL - 1.3 (Theory)



Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

All Sections are compulsory. Illustrate wherever necessary.

SECTION - A**I. Answer any Ten of the following questions. (10×2=20)**

- Pre-historic human made _____ for helping themselves in day-to-day activity.
 - Stone tools
 - Cave Paintings
 - Petroglyphs
 - None of the above.
- Industrial revolution started in.
 - Great Britain
 - America
 - England
 - None of the above
- Art and Craft movement promoted.
 - Machine production
 - Hand drawn/made
 - Geometric designs
 - None of the above
- Gothic Revival notion was raised in relation-to.
 - Modern Era
 - Industrial revolution
 - Mechanical production
 - Aesthetic refinement
- When was the word post modernism was heard for the first time?
 - In late 1950s
 - In late 1940s
 - In Early 1950s
 - In Mid 1940s

[P.T.O.]

6. The first steam engine was used to power.
- a. Looms
 - b. Trains
 - c. Cars
 - d. Aeroplanes
7. Where was the Bauhaus Movement based?
- a. Egypt
 - b. Germany
 - c. Italy
 - d. France
8. Which one of the following principles related to graphic design involves positioning things so they are close to one another?
- a. Balance
 - b. Repetition
 - c. Contrast
 - d. Proximity
9. Lamassu was the deity from _____ Civilization.
- a. Mohanjo-Daro
 - b. Greek
 - c. Mesopotamian
 - d. Egyptian
10. What is Academic des Beaux Arts?
- a. Academy of useful arts
 - b. Academy of Architecture
 - c. Academy of Fine Arts
 - d. Academy of Applied Arts
11. Who invented the movable type printing press, which started the printing revolution.
- a. Thomas Edison
 - b. Johannes Gutenberg
 - c. Eli Whitney
 - d. Alexander Graham Bell
12. Semiotics refers to the study of.
- a. People
 - b. Design
 - c. Signs
 - d. None of these

SECTION - B

II. Answer any **Five** of the following questions.

(5×4=20)

13. Describe the impact of Art Nouveau.
14. Write a short note on Chicago School of Architecture.
15. Explain the evolution of language and its role in civilization.



16. Write a short note on the pre academy period.
17. Discuss the effects of the industrial revolution on contemporary crafts and design.
18. Write a note on Modernity and Internationalism.

SECTION - C

III. Answer any Five of the following questions.

(5×8=40)

19. Write an essay on Handicrafts of your choice. Emphasis on history, techniques, purpose, function and aesthetics of the Handicrafts.
 20. Write short description with illustrations -
 - a) Wilhelm Wagenfeld - Table lamp .
 - b) Ludwig Mies Van Der Rohe - The Barcelona Chair.
 21. How did Industrial revolution change the society and civilization? Explain with examples.
 22. Write short description with illustrations -
 - a) Peter Keller - Cradle.
 - b) Ludwig Mies Van Der Rohe - Tubular steel - chair.
 23. Write about the Roman Architectural achievements.
 24. What are the elements of design? Explain in detail with illustrations.
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