



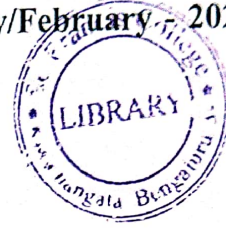
2021 07  
DCVD101/DCVA102

Reg. No.

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

VISUAL ARTS  
Design Language - I  
(NEP Scheme)



Time : 2½ Hours

Maximum Marks : 60

*Instructions to Candidates:*

Answer the questions with appropriate examples with illustrations wherever required.

SECTION - A

I. Choose the appropriate answers. (answer any Ten)

(10×1=10)

- Venus of Willendorf artifact was found at
  - Austria
  - England
  - India
  - France
- Egyptian Pyramid are located in
  - Giza
  - Cairo
  - Mesopotamia
  - Iran
- Dancing Girl Sculpture is a part of which Civilization.
  - Indus Valley
  - Mesopotamia
  - Inka
  - Egypt
- What is the term Renaissance mean?
  - Humanism
  - Re-birth
  - Rationalism
  - Scientific thinking
- Dark ages in Europe considered as
  - Religious dogma
  - Irrational
  - Faith
  - Lack of Innovation.

[P.T.O.]





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6. Which type of Arch is used in Gothic Architecture?
  - a) Round arch
  - b) Pointed Arch
  - c) Horse shoe Arch
  - d) Ogee Arch
7. Flying buttresses are part of which period.
  - a) Roman
  - b) Greek
  - c) Renaissance
  - d) Gothic
8. In 1700 onwards which style imitated in palaces and Industrial design.
  - a) Renaissance
  - b) Baroque
  - c) Gothic
  - d) Neoclassical
9. Who was the popular porcelain designer of 1700's.
  - a) William Morris
  - b) Josiah Wedgwood
  - c) A.W.N Pugin
  - d) Ruskin Bond.
10. From which Middle Eastern Jerusalem Mosque pointed arch was inspired by Gothic.
  - a) Al-Aqsa Mosque
  - b) Al Masjid an Nabawi.
  - c) Umayyad Masjid
  - d) Hagia sophia.
11. Semiotics is the study of
  - a) Design
  - b) People
  - c) Signs
  - d) None of the above.
12. Industrial revolution started in
  - a) Great Britain
  - b) America
  - c) Europe
  - d) All of the above
13. 'Civilization' is derived from the word that translates into
  - a) State
  - b) City
  - c) Town
  - d) None of the above

**II. Say True or False.**

**(5×1=5)**

1. The founders of the Art and Crafts Movement were some of the first major critics of the Industrial Revolution.
2. Arts and Crafts Movement most prominently by both the imagery of nature and forms of medieval art particularly the Gothic style.





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3. The Spark for the Arts and Crafts movement was the Great Exhibition of 1851, the first World's fair, held in London.
4. In 1859 Morris had commissioned Webb to design a house for his family in London named appropriately "Red House".
5. Tiffany and Company was a leading New York Silver and jewellery firm Established in the mid-nineteenth century by Charles Lewis Tiffany, adapted Jainism in decorative arts.

**SECTION - B**

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

**(5×5=25)**

1. Discuss the Early urge for innovations with reference to the Civilization.
2. Explain thinking mechanical concept in the renaissance period.
3. Write short notes on Age of Enlightenment period.
4. Discuss the Chicago School of Design with Examples.
5. Briefly explain about the influences of typography and graphic design in Bauhaus
6. What is Industrial revolution?
7. Discuss the Art and Craft Movement with Examples.

**SECTION - C**

**IV. Answer any One question.**

**(1×10=10)**

1. Discuss Art Nouveau design movement with prominent designers.

**(OR)**

2. Discuss Bauhaus the international design movement of Germany with key designers.

**SECTION - D**

**V. Write short descriptions with illustrations on any Two.**

**(2×5=10)**

1. William Morris-strawberry thief.
  2. Herbert-Bayer-Bauhaus universal Typeface.
  3. Victor Horta - Rue de Turin Staircase.
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