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DCVD101/DCVA102

Reg. No.

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I Semester B.V.A. Degree Examination, February/March - 2024

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 answer. (answer any 10)****(10×1=10)**

- Who established the school of Athens.
 - Plato
 - Pythagoras
 - Euclid
 - Aristotle
- Who painted school of Athens in the Renaissance period.
 - Leonardo da vinci
 - Raphel
 - Michelangelo
 - Giotto.
- Who imagined the flying Bird in the Renaissance period.
 - Leonardo da vinci
 - Bosch
 - Durer
 - Brugel
- Who invented morable types of printing machine
 - Johannes Gutenberg
 - Thomas Edison
 - Alexander Grahambell
 - Eli whitney
- What is Academie des Beaux - Arts mean
 - Academy of fine Arts
 - Academy of Applied Arts
 - Academy of Architecture
 - Academy of useful arts

[P.T.O.]



6. What does light passed from glass windows of cathedral represents.
 - a) Sacred
 - b) Light
 - c) Religion
 - d) Ethics
7. Where are the Rose window design component used in Architecture.
 - a) Castles
 - b) Forts
 - c) Gothic cathedrals
 - d) Amphitheaters.
8. Who was the popular cabinet maker of London during the 18th century.
 - a) Thomas chippendale
 - b) Thomas sheraton.
 - c) Josiah wedgwood
 - d) Sir Henry cole.
9. Gothic Revival notion was raised in relation to
 - a) Industrial revolution
 - b) Mechanical production
 - c) Aesthetic refinement
 - d) Modern Era
10. Where is Academie des Beaux Arts
 - a) Paris
 - b) Berlin.
 - c) Newyork
 - d) Moscow
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) England
 - c) America
 - d) None of the above.

II. Say True or False.**(5×1=5)**

1. Jugendstil, German for "youth style".
2. Dragonfly woman corsage ornament gold, enameled designed by Renelalique.
3. Entrance to the metropolitan designed with cast iron and bronze by Hector guimard.
4. Alfons maria meha is internationally known as an illustrator and Graphic artist of the Art Nouveau trend.
5. "Form Follow Function" was coined by Louis sullivan.



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SECTION - B

III. Answer any Five of the following questions.

(5×5=25)

1. Discuss the Art Nouveau design movement with examples.
2. Discuss the Bauhaus design movement with prominent examples.
3. Discuss any one of the designer of your choice.
4. Write short note on the age of enlightenment period.
5. Discuss the Bauhaus design language in terms of colors and shapes.
6. Discuss the Art and craft movement with examples.
7. Briefly explain the influence of typography and graphic design in Bauhaus.

SECTION - C

IV. Answer any One question.

(1×10=10)

1. Discuss the U/M school of design at Germany in the post war period and its importance for interdisciplinary design methods.

(OR)

2. Discuss the design elements in reference with any of the modern design movement.

SECTION - D

V. Write short discriptions with illustrations on any Two.

(2×5=10)

1. Marcel Lajos Breuer - The wassily chair.
 2. Ludwig mies van der Rohe - Tubular steel - chair.
 3. Marianne Brandt - Tea and coffee set.
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