

PARUL UNIVERSITY
FACULTY OF ARTS
M.A. Summer 2017 – 18 Examination

Semester: 4
Subject Code: 15202281
Subject Name: English for Art, Design and Multimedia

Date: 17/05/2018
Time: 10.30 am to 1.00 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

Match the description given in column A with the term given in column B.

Note: If answer of 1 in Column A is X in Column B then write your answer as “1 – A”. No need to write full sentences in answer.

Column A	Column B
1. It can show direction, lead the eye, outline an object, divide a space, and communicate a feeling or emotion	A. Unity
2. It is made by connecting lines. It is a self-contained defined area of geometric or organic form	B. Shape
3. It can be described with the words hue, value and intensity. Hue refers to its name, value tells the lightness or darkness of a hue and intensity refers to the brightness or dullness of a hue	C. Rhythm
4. It is the surface quality of an item. It is how something feels when touched	D. Line
5. It refers to the area that a shape or form occupies. It can be defined as positive or negative	E. Proportions
6. You feel it in music but it is also a part of things you see. It allows the eye to move from one part of a design to another part	F. Balance
7. It refers to the relationship between one part of a design and another part or to the whole design. It is a comparison of sizes, shapes and quantities	G. Texture
8. It is the quality that draws your attention to a certain part of the design first	H. Emphasis
	I. Space
	J. Color

Choose correct answer for the questions given below.

9. Which of the following materials is malleable but also the least durable.

- A) wax B) rubber C) paper D) silicone

10. During a design brief you would not usually do one of the following:

- A) discuss a budget B) arrange deadlines
C) visit with a pop star D) present a model of your design

11. In color symbolism, corporations look for:

- A) envy from competitors B) cultural distinction
C) customer's emotional response and brand recognition D) humor

12. When designing a product, a designer goes through stages in his work. Which of the following is the first one?

- A) adjusting details
B) signing up a contract
C) presenting a final model
D) testing materials

13. To get ready for a job interview you usually do the following except:

- A) dressing up
B) preparing a portfolio
C) learning about the company
D) losing your qualification certificates

14. In the sequence of a film making process, what does not belong to pre-production?

- A) editing
B) storyboard preparation
C) budgeting and schedule
D) script finalization

15. As a photographer working for a museum you would least cooperate with one of the following departments and professions:

- A) Marketing
B) Curators
C) Human Resources
D) Digital Imaging

16. Which of these is not a principle of design?

- A) rhythm
B) balance
C) space
D) emphasis

B. Write four words as an answer to the categories mentioned below (Each of 01 mark) (07)

- Names of advertising or promotional strategies
- Elements and principles of interior design
- Types of photographers
- Materials and structures
- Qualities of yantra
- Bamboo clothing
- Types of promotion and adverts

Q.2 Answer the following questions in brief.

A. Reading Comprehension: Read the text. Eight sentences have been removed from the article. (04)
Choose the most suitable sentence from the list A – H for each part (1 – 8) of the article.

Note: If answer of 1 is A then write 1 – A as your answer in your answer-book. No need to write full paragraph and sentences for your answer.

- A) Choose the ones that can fairly reveal the skills and techniques that you have mastered through the years.
- B) In a way, your pieces should tell a story about your abilities.
- C) Never include pieces that are already damaged, gravely flawed, or produced on torn, stained, or discolored material.
- D) Having them creates the impression of a thoughtful presentation.
- E) Your best works can definitely impress the viewer.
- F) Your portfolio serves as the basis of what you have accomplished and what you can deliver.
- G) This approach helps you to get off to an exciting start and end to a memorable note.
- H) He can let you decide in selecting your works

How To Put Together an Art Portfolio

Include your best works. Your portfolio profiles your versatility and indicates the kind of art works you have done. **1** Your portfolio should accurately represent you. It should be clean and organized.

Use high-quality materials. Your portfolio should look better, from the paper where you paste your sample works to the carrying case where you put everything together.

Offer variations. Don't simply collate all your favorite pieces. **2** Bear in mind that some of your stronger pieces may not really be on the top of your listing.

Ask for your mentor's opinion. He can fairly give you an idea of your strengths and weaknesses as an artist. **3** He can even give you insights on how to discuss your point-of-view and your approach.

Feature your original works in excellent condition. Whether you are into photography, graphic design, or fine art, the viewer needs to see your output in perfect form.

4

Sequence your materials. **5** So, arrange them to do just that. Also, the viewer should go smoothly from piece to piece. His turn to the next page should be effortless.

Go for great "bookends". "Bookends" are supposed to hold your artwork together. That means, you should start your collection with a strong piece and end it with another strong piece. Literally, place your impressive works at the beginning and in the end of your portfolio. **6**

Show some brandings. Aside from putting together your pieces, you also need to incorporate in your portfolio your resume, your business card, and your letterhead.

7 In the art industry, your body of works tells much about your ability, credibility, and reputation. Your well-written resume, detailing your credentials and projects, may not really do the trick just right.

8 A number of aspiring artists like you have launched their careers simply because of their well-prepared portfolios. Most candidates come to an interview with a resume in hand, but statistics show that job portfolios are used in a mere five percent of cases. A job portfolio sets you apart from other candidates, and if prepared correctly, it will land you the job!

B. The animation storyboard (04)

C. Write in brief about sonic fabric (04)

OR

C. Discuss plan, design, develop, deploy as a part of design methodology. (04)

Q.3 Answer the following questions.

A. Advantages and disadvantages of advertising media – Television (05)

B. Write in brief about ten film genres (05)

C. Discuss five advantages of using bamboo in clothing. (05)

OR

C. How colors can make a company more visible? (05)

Q.4 Answer the following questions in detail.

A. Write passage of about 150 words on "When designing a laptop bag...". Use your knowledge of elements and principles of design, colors and materials and write about the topic using the structure below and underline them. (06)

There are three important things to consider when...

First you must... this is necessary because... expand with examples!

Secondly ... is also vital so that... expand with examples!

Finally, you should remember... in order to ... expand with examples!

So, to sum up...,... and ... are the three points that lead to success when...

- B.** The Museum of Latin American Art (MOLAA) in Long Beach, CA is seeking a Registrar to manage the planning and the day-to-day operation, management, and care of MOLAA's collection and related registration and exhibition activities. The Registrar will oversee the production of permanent collection exhibitions and travelling exhibitions. This position reports to the Chief Curator and supervises the Collections Assistant. Bachelor's degree (M.A. preferred) in Art History, Museum Studies, or related field required. 3-5 years Registrar/ collections management experience required. Candidate must be familiar with the museum collection and conservation methods. As an applicant write resume for the post mentioned. **(06)**
- C.** Write in detail about 'logo': What should you carefully consider while designing / choosing a logo for company? Are some shapes more suitable for logos than others? What are the advantages of geometric and non-symmetrical shapes? **(06)**

OR

- C.** Explain following terms with reference to becoming an interior decorator **(06)**
Terms: Train your eye, Get an education, practice at home, volunteer with friends and family, prepare a portfolio, establish a relationship with suppliers