

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.A. Summer 2018 – 19 Examination**

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

**Date: 19/04/2019**  
**Time: 10:30AM TO 01:00PM**  
**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. Colour

**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



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 you 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