

**PARUL UNIVERSITY**  
**FACULTY OF FINE ARTS**  
**FA, Winter 2017 - 18 Examination**

**Semester: 3**  
**Subject Code: 14104202**  
**Subject Name: History of Design-I**

**Date: 26/12/2017**  
**Time: 10:30am to 1:00pm**  
**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.
5. Draw diagrams wherever necessary.

**Q.1 Answer the following.**

**A.** What do you mean by term Advertising? Write down the history of advertising with all Stages (15)  
and explain each with appropriate examples.

**B. Multiple choice type questions. (Each of 01 mark) (05)**

1. The first printed English advertisement which was in the form of a handbill or Poster was done by?
  - a. Paul Klee
  - b. Benjamin Franklin
  - c. Johannes Gutenberg
  - d. William Caxton
2. What artistic movement influenced Bauhaus the most?
  - a. Modernism
  - b. Dadaism
  - c. Postmodernism
  - d. Surrealism
3. \_\_\_\_\_ is the space between individual letters, while \_\_\_\_\_ is the space between letters of a whole line of type.
  - a. Tracking, aperture
  - b. Kerning, tracking
  - c. Counter, kerning
  - d. Tracking, kerning
4. Who is the inventor of Movable type?
  - a. Johannes Gutenberg
  - b. William Caxton
  - c. Benjamin Franklin
  - d. Paul Klee
5. "Radio" became one of the most popular media in the period of?
  - a. Period of Consolidation
  - b. Period of Expansion
  - c. Period of Scientific Development
  - d. Early Printing Period

**Q.2** Do advertisement in newspaper and radio plays an important role in today's generation? (10)  
Elaborate your answer with suitable examples.

**Q.3 Write short notes. (Any Three) (Each of five marks) (15)**

1. Gutenberg and Movable Type
2. Brief history of Type
3. Different Type Categories
4. Describe Cuneiform, Ideograms, Symbols
5. Sumerians, Phoenicians, Greeks and Romans contribution in the history of Type

**Q.4** The Bauhaus was an arts and crafts school which aims and objectives were to combine (15)  
architecture, sculpture and painting together. Justify the above statement briefly with example of the artist and their works.