



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester III - 2021

Course Code : DES2076

Course Name : Sem III - DES2076 - Contemporary Art for Communication

Program : Communication Design

Date : 17-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. Explain Art Nouveau Movement.
(CO2,CO1) [Knowledge]
2. Name the members of Bombay progressive artist group.
(CO2,CO1) [Knowledge]
3. Write the name of any three Contemporary artist and brief note on any one of them.
(CO1,CO2) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Explain arts and crafts movement and write a brief note on any one artist of that movement.
(CO4,CO3) [Comprehension]
5. Write the difference between Modernism & Arts and Crafts movement.
(CO3,CO4) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Present the given topic and defend the jury clarifications.
(CO5,CO4) [Application]
