PRESIDENCY UNIVERSITY BENGALURU

SCHOOL OF DESIGN **END TERM EXAMINATION - JAN 2024** 

Semester : Semester III - 2022 Course Code : DES2076 Course Name : Contemporary Art for Communication **Program :** Communication Design

#### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

#### PART A

### ANSWER ALL THE QUESTIONS

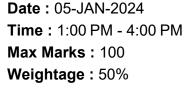
- 1. Could you define visual texture and describe its significance in visual art?
- **2.** Write on the postmodernist movement as you see fit.
- **3.** Write about a well-known Indian modern artist and his styles of artwork based on your knowledge.
- 4. Write about a well-known Indian modern artist and his artistic motifs using your imagination.
- 5. Write an essay describing, from your own viewpoint, the uniqueness of Rajasthani miniature painting.

(CO2) [Knowledge]

### PART B

#### **ANSWER ALL THE QUESTIONS**

6. Write the human figure stylization in Odisha's Pattachitra



SET A

(5Q X 4M = 20)

(CO2) [Knowledge]

(CO2) [Knowledge]

(CO2) [Knowledge]

(CO2) [Knowledge]

 $(5Q \times 10M = 50M)$ 

(CO3) [Comprehension]

<b>7.</b> Write about the distinctions between sculpture and painting.	(CO3) [Comprehension]
8. Write about the digital age and how you see it affecting society	(CO1) [Comprehension]
9. Write a critique of Jackson Pollock's abstract painting.	
	(CO2) [Comprehension]
<b>10.</b> Write about the significance of the Pahari Painting's lines.	(CO2) [Comprehension]

# PART C

## **ANSWER ALL THE QUESTIONS**

(2Q X 15M = 30M)

- 11. Describe how the picture qualifies as visual art
- **12.** Write a few words using the language of visual art.

(CO4) [Application]

(CO5) [Application]