

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

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

Semester : Semester III - 2022

Course Code : DES2076

Course Name : Contemporary Art for Communication

Program : Communication Design

Date : 05-JAN-2024

Time : 1:00 PM - 4:00 PM

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.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5Q X 4M = 20)

1. Could you define visual texture and describe its significance in visual art?
(CO2) [Knowledge]
2. Write on the postmodernist movement as you see fit.
(CO2) [Knowledge]
3. Write about a well-known Indian modern artist and his styles of artwork based on your knowledge.
(CO2) [Knowledge]
4. Write about a well-known Indian modern artist and his artistic motifs using your imagination.
(CO2) [Knowledge]
5. Write an essay describing, from your own viewpoint, the uniqueness of Rajasthani miniature painting.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(5Q X 10M = 50M)

6. Write the human figure stylization in Odisha's Pattachitra
(CO3) [Comprehension]

7. 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]
10. 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 (CO4) [Application]
12. Write a few words using the language of visual art. (CO5) [Application]