

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - OCT 2023**

Semester : Semester III - 2023

Course Code : DES2076

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

Program : BDC

Date : 18-OCT-2023

Time : 9:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

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

(5 X 2 = 10M)

1. Name the folk art of Bihar, write few words about it. (CO1) [Knowledge]
2. Write two name of famous contemporary artist of India. (CO1) [Knowledge]
3. What are the Primary Colors, write? (CO1) [Knowledge]
4. In which state, Palm leaves are used for traditional painting. (CO2,CO1) [Knowledge]
5. Name the folk art of West Bengal and what colors are used in it. (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Write about a famous contemporary artist of India and his artwork styles from your visualization. (CO2) [Comprehension]
7. Write about the specialties of Rajasthani Miniature Painting from your perspective. (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Write about the style and origin of Tanjore Paintings from your understanding.

(CO3) [Application]