

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF SCIENCE (B.Sc.) (ANIMATION AND VFX)
EXAMINATION: MAY - 2025
SECOND SEMESTER
Sub.: Communication and Plastic art (Th) (BSAV24-205)

Date: 8/05/2025

Total Marks: 40

Time: 10.00 am to 12.00 pm

Instructions: All questions are compulsory.

Q. 1. Multiple choice questions (10)

1. What is plastic Arts?
 - a) Art forms that involve modeling such as sculpture and ceramics or the representation of solid objects
 - b) the art or practices or designing and constructing building
 - c) outdoor area in which plays and other dramatic performance are given
 - d) objects made out of plastics
2. What is the classification of Plastic Art?
 - a) Engraving, Painting, sculpture
 - b) engraving, film painting
 - c) sculpture, music, theatre
 - d) painting, architecture
3. is the process or art of using paint in a picture as a protective coating or as decoration
 - a) painting
 - b) sculpture
 - c) engraving
 - d) sketching
4. Is the artistic form in which hard or plastic materials are worked into three – dimensional art objects
 - a) painting
 - b) sculpture
 - c) engraving
 - d) sketching
5. Is the process or art of cutting or carving a design on a hard surface?
 - a) painting
 - b) sculpture
 - c) engraving
 - d) sketching
6. One example of an sculpture is
 - a) Agustin de la Herran Matorras
 - b) Frida Kahlo
 - c) Vincent Van Gogh
 - d) Raja Ravi Verma
7. Gestalt Principles focus on
 - a) Proximity, Similarity, Closure, and Continuity
 - b) Proximity, Similarity, Closure, and balance
 - c) Proximity, Similarity, Closure, and composition
 - d) Proximity, Similarity, Closure, and shape
8. Smoke is ...
 - a) Icon
 - b) Index
 - c) Icon
 - d) fire
9. Apple is ...
 - a) Icon
 - b) Index
 - c) Icon
 - d) fruit
10. Red Rose
 - a) Icon
 - b) Index
 - c) Icon
 - d) Symbol

Q. 2. Write short notes on. (Any two) (10)

1. Difference between connotation and denotation
2. Icon, Index and Symbols
3. Iconography

Q. 3. Write the Answers of the following (Any 4)

(20)

1. What is Plastic Arts ?
 2. Write purpose and benefits of Public Art.
 3. What is cinematic storytelling?
 4. What is Visual persuasion technique?
 5. Explain the role of Art in branding
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