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DCPD314

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III Semester B.V.A. Degree Examination, December/January - 2025/26

PRODUCT DESIGN

Theory of Indian Art and Design (Theory)
(SEP Scheme)

Time : 3 Hours

Maximum Marks : 80

SECTION - A

Answer any Ten questions. Each question carries 2 marks.

(10×2=20)

1. Which figure is the most famous in and a Bronze Art?
 - a) Vishnu
 - b) Lakshmi
 - c) Ganesh
 - d) Shiva
2. Which colours do Rajasthani miniature paintings use the most _____?
 - a) Digital
 - b) Neon
 - c) Shiny/sparkly
 - d) Flat
3. Khurja pottery is mainly made from the following materials _____
 - a) Metal
 - b) Clay
 - c) Paper
 - d) Wood
4. Kalamkari textiles are famous for their hand- painted and _____ designs _____
 - a) Woven
 - b) Embroidered
 - c) Plastic/Synthetic
 - d) Printed/Block-prints
5. Mughal miniature paintings are mostly popular because of fine detailings and _____
 - a) Rich colours
 - b) No shading
 - c) Simple lines
 - d) Only black colour



[P.T.O.]



6. Which principle of the Arts and Crafts movement directly challenged the rapid industrialization of the 19th Century?
- Use of synthetic materials
 - Return to hand-crafted workmanship
 - Ex. Celebration of machine-made goods
 - Promotion of mass - production.
7. Mughal miniatures evolved mainly due to the blending of _____
- Rajput and Chinese traditions
 - Greek and Central Asia
 - African and Dravidian motifs
 - Persian and Indian techniques
8. Khurja pottery's characteristic glassy surface is achieved primarily through _____
- Natural sun-drying
 - Applying vegetable dye coating
 - Using stone-polishing methods
 - Double firing with quartz-rich glaze
9. In the Nataraja iconography, the ring of tire surrounding shiva symbolises _____
- Eternal sleep
 - The victory of Vishu
 - The cycle of creation and destruction
 - The stillness of meditation
10. Kalamkari textiles involve the following _____
- Detailed embroidery with metallic threads
 - Weaving with heavy silk yarns
 - Printing in modern synthetic colours
 - A dying process using natural dyes

SECTION - B

Answer any five questions.

(5×4=20)

- Deeply explain the symbolisms used in the Nataraja Sculpture. Also use visuals/diagrams to explain the same.
- Why is the lost-wax method considered extremely modern and advanced technique in Chola-Bronze? Describe the process in detail?
- Discuss the materials used and glazing techniques of the chola Bronze sculptures. Explain any 3 Chola Bronze Sculptures stating its characteristic features.
- Explain how Khurja Pottery is different from Blue Pottery.
- Explain the influence of Arts and Crafts Movement in the Indian handicrafts market. Give suitable examples.
- Briefly explain the contributions of William Morris in the Arts and crafts movement.



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SECTION - C

Answer any 4 questions.

(4×5=20)

1. Explain in your own words the influence of Mathura School of Art. State its region, importance and characteristic features.
2. How did the pre-historic Era and the Indus Valley Civilization influence today's modern infrastructure, designs and commodities.
3. Explain the importance of symbols and motifs used in the mughal art and architecture. Give suitable examples, to support your answer.
4. What is the famous pottery used in Bengal. How is it different from other pottery-making techniques.
5. Measure the relationship between materials and creativity in terms of its innovation and application and its overall impact in art and design.

SECTION - D

Answer any 2 questions.

(2×10=20)

1. Trace the journey of human civilization , starting from prehistoic Era uptil industrial civilization, briefly discussing about the institutional influence on Art and Design.
2. Write in detail the key principles of the Arts and crafts movement. Discuss the contributions of John Ruskin, charles Rennie Mackintosh and Gustav stickley in depth.
3. Give a clear explanation about the importance of the evolution of Indian Pottery and textiles, there by to using on its shift from Art to Design. Give clear examples for each.
4. In detail, explain the Indus Valley Design principles and also explain its relevance in terms of symbolic Design, craftsmanship. Also give its role in today's modern applications in Design and product Design applications Framework.

