

Sl. No. 100001

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GS-734

VIII Semester B.V.A. Examination, May/June - 2019

PRODUCT DESIGN

BVPD.81 : New Media, Art, Design & Technology

(CBCS) (Fresh) (2018-19 & Onwards)

Time : 3 Hours

Max. Marks : 70

Instructions to Candidates :

- (1) Answer **all**.
- (2) Provide ample examples.

SECTION - A

I. Answer any five :

2x5=10

1. What is installation Art ?
2. Define Multimedia.
3. How is Database a genre of New Media ?
4. What is Paradigm and Syntagm ?
5. Define Mimesis.
6. What is performance art ?

II. Answer any four :

5x4=20

1. How has art adopted technology into its realm ?
2. How has the meaning of 'realism' interpreted in digital era ?
3. Write about video as an Art medium ?
4. What does 'new' in New Media refer to ?
5. What are the key patterns in development of New Media ?
6. 'Information as aesthetics'. Explain.

P.T.O.

**SECTION - B**Answer **any three** questions :**8x3=24**

1. What are the five principles that New Media operates under, according to Lev Manovich ?
2. What are the differences between Old Media and New Media ?
3. Write about the impact of moving images (cinema) on culture.
4. Write about 'photomontage' as a predecessor to postmodern image culture.

SECTION - CAnswer **any one** question :**16x1=16**

1. How has Digital Medium influenced our thinking and perceptions ?
2. Evaluate the role of photography in birth and growth of New Visual Medium.

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