MFA ADMISSIONS – 2024
Pattern and Model Paper for
MFA (Applied Art & Visual Communication)
Entrance Examination – 2024

PATTERN

Exam Type	Questions	Marks	Duration
Paper - A **Multiple Choice Questions – Subject specific**	**30 Questions**	**30 Marks**	**45 Minutes**
Paper – B **Practical Examination**	**1 Question**	**50 Marks**	**3:00 Hours**
Total		**80 Marks**	**3 Hrs 45 Minutes**

MODEL PAPER

PAPER – A
Multiple Choice Questions

Marks: 30X1=30   **Time: 45 Minutes**

01. What was the name of French poster designer 'LEY' who evolved in 1870
(A) Keret   (B) Saret
(C) Cheret   (D) Michal Steel

02. Universe type font was designed by
(A) F. Benton   (B) K. Sommer
(C) Adrian Frutiger   (D) Paul Renner

03. Standard size of a newspaper is having
(A) 5 columns   (B) 6 columns
(C) 7 columns   (D) 8 columns

04. Is serifs are present in universe type?
(A) Yes   (B) No
(C) In some of them   (D) None of the above

05. Printer with an extremely small nozzle to deliver exact amount of pigment to precise location on paper
(A) Inkjet printer   (B) Mouth spray
(C) Spray gun   (D) Air spray

06. A design that gives an idea of trade approved and registered by government is known as
(A) Symbol   (B) Sign
(C) Trade mark   (D) Logo

07. The first printed advertisement which was in the form of hand bill or poster was done by :
(A) William Wordsworth   (B) William Langer
(C) William Fedric   (D) William Caxton

08. Who invented the first camera in the world (1816)
(A) Nicephore Niepce   (B) Turner
(C) Mondrian   (D) Leonardo - da – Vinci

09. Founder of modern advertising system -
(A) N. W. Ayer   (B) William Coxton
(C) Jhon Guttenberg   (D) Rowell

10. Popular size vertical poster space is :
(A) Demy   (B) Double Demy
(C) Double Crown   (D) Crown

11. First Microchip was produced by…..
(A) Microsoft   (B) IBM
(C) DELL   (D) Intel

12. Which country had the first museum for Poster Art around (1968)
(A) Poland   (B) Cuba
 (C) Germany   (D) Switzerland

13. In 1954, a Swiss designer "Adrian Frutiger" created a family of twenty-one SanSerif fonts named:
(A) Optima   (B) Times Roman
(C) Univers   (D) Helvetica

14. The sculpture Head of Nefertiti 14th century BC is associated with
(A) Mesopotamia   (B) Roman
(C) Prehistoric   (D) Egypt

15. Which is the Soft grade pencil
(A) H   (B) 411
(C)B   (D) 6H

PAPER – B

PRACTICAL EXAMINATION

Maximum Marks: 50   **Time: 3 Hours**

Design a Poster on any ONE of the following topics:

1.   "Wear Helmet"
      This is the only way to save your life

2.   "Avoid Plastics"
      Save planet Earth for our future Generations

Note:
- Size of the Poster is 10"x15" (Inches)
- Use Ivory card / Mount Board
- Use Poster colours for colouring
- Creative idea, Good composition / layout carries more weightage
- Candidates should bring their own colours

(OR)

Create an illustration from memory on any ONE of the following subjects mentioned below for reproduction in Print media.

1. Vegetable Vendor

2. Bus station

Note:
- Size of the art work is 10"x15" (inches)
- Use Ivory card / Mount Board
- Establish narrative expression in rendering
- Use Water colours / Poster colours / Pen & Ink
- Candidates should bring their own colours