

SARVAJANIK UNIVERSITY
Institute of Design Planning & Technology (IDPT)-SCET
TERM END EVALUATION

Programme Name:	Bachelor of Visual Arts
Programme Code:	BVVA
Examination:	S26
Year-Semester:	BVA VI SEM VIII
Course Name:	Art Studio Major Foundation Art & Graphic Design
Course Code:	BVVA13801
Date and Day of Examination:	21 st MAY, 2026
Marks:	300 Marks
Time:	8.30 a.m. onwards
Format of Examination	Jury/Viva/Seminar Presentation/Time Problem

A. Jury/ viva Evaluation:

Graphic Design & Foundation Art Assignments

Graphic Design: Create a complete rebranding project by selecting an existing brand with weak or outdated branding. Develop a strong visual identity through research, concept exploration, logo design, typography, color palette, visual elements, and brand applications with professional presentation.

Foundation Art: Design a story book based on **Indian Mythology** using **Digital Illustration**. The project should include original illustrations, visual storytelling, character and background design, effective composition, and proper page layout. Final submission must be in **hard copy story book format**.

B. Aim: To develop students' understanding of **visual communication, branding strategies, and digital illustration practices** through creative problem solving, conceptual thinking, research, and professional design execution in Graphic Design and Foundation Art.

C. Objectives:

- To understand the process of **brand analysis, market research, and visual identity development** through a rebranding project.
- To strengthen creative thinking, concept development, and problem-solving skills in design practice.
- To develop skills in **digital illustration, storytelling, character design, composition, color application, and layout design** through story book creation.
- To enhance technical proficiency in digital tools and professional presentation methods.

D. Instructions: (If required-as per your exam format)

- Students must complete both assignments individually using proper **research, ideation, concept exploration, and design development processes**.
- For **Graphic Design**, students are required to conduct brand and competitor research, explore multiple concepts, and develop a complete visual identity system including logo, typography, color palette, visual elements, and branding applications.
- For **Foundation Art**, students must create a story book based on **Indian Mythology** using digital illustration techniques, including original illustrations, visual storytelling, character design, background design, and page composition.

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- All work should be properly organized, visually presented, and submitted in the required format. The story book must be submitted in **hard copy format**.

E. Expected Outcome:

Upon completion of the assignments, students will be able to demonstrate an understanding of **branding systems, visual identity creation, digital illustration techniques, storytelling methods, composition, color harmony, and professional design presentation**. Students will gain practical experience in transforming ideas into cohesive visual outcomes through research-based and concept-driven creative work.

A. Evaluation criteria:

- Research, Analysis & Concept Development
- Creativity, Originality & Visual Communication
- Design Quality, Composition & Aesthetic Presentation
- Technical Skills, Digital Execution & Application of Design Principles
- Professional Presentation, Layout & Overall Final Output
- Adherence to Project Requirements and Timely Submission

A	Total No. of Students registered for the TEE Examination of the Course:	19
B	No of students absent in the Examination:	
C	Enrollment No of students absent in the Examination:	
D	Total No of students appeared in the Examination:	
E	Name of Examiners:	Sign
1.	Prof. Yogendra Patel	
2.	Prof. Jeet Sukla	
3.		
4.		
5.		