

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 Minor Typography & Photography
Course Code:	BVVA13802
Date and Day of Examination:	22 nd MAY, 2026
Marks:	120 Marks
Time:	8.30 a.m. onwards
Format of Examination	Jury/Viva/Seminar Presentation/Time Problem

A. Jury/ viva Evaluation:

Typography - Students will present their complete Children's Alphabet Book along with the concept development process, visual research, typography exploration, and the toy/game prototype connected to the alphabet learning experience.

- Concept originality and child-friendly thinking
- Typography execution and readability
- Creativity in interactive learning
- Visual storytelling and illustration style
- Innovation in toy/game design
- Book structure, hierarchy, and layout system
- Understanding of children's learning behavior
- Overall presentation and craftsmanship

Photography - Students will present their concept, research, visual narrative, lighting approach, composition strategy, and final photo series. The jury will evaluate the conceptual depth, technical execution, storytelling, and visual impact of the work.

B. Aim: To develop creative and technical skills in Typography and Photography through concept-driven projects that emphasize visual communication, storytelling, research, and audience engagement.

C. Objectives:

- To apply principles of typography, layout, hierarchy, and readability in a child-centered design project.
- To explore photography as a medium for visual storytelling and narrative development.
- To strengthen conceptual thinking, research, and creative problem-solving abilities.
- To integrate visual aesthetics, technical execution, and communication strategies.
- To develop professional presentation and documentation skills.

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

Complete the Children's Alphabet Book along with concept development, visual research, typography exploration, and an interactive toy/game prototype.

- Develop a concept-based photographic project supported by research, visual narrative, lighting approach, and composition strategy.
- Document the complete design and photography process, including sketches,

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mood boards, experiments, and development stages.

- Present all research, process work, and final outcomes during the Jury/Viva examination.
- Ensure originality, technical quality, and professional presentation of all submitted work.

E. Expected Outcome:

Students will demonstrate the ability to create effective visual communication solutions through typography and photography. The final submission should reflect strong conceptual development, technical proficiency, creativity, storytelling, and audience-oriented design thinking.

F. Evaluation criteria:

- Concept originality and creative thinking
- Research, ideation, and development process
- Typography execution, readability, and layout organization
- Visual storytelling and narrative effectiveness
- Photography composition, lighting, and technical quality
- Creativity and innovation in design solutions
- Understanding of audience/user engagement
- Quality of presentation, documentation, and craftsmanship

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. Sashvat Patel	
2.		
3.		
4.		
5.		