

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

Programme Name:	Bachelor of Fine Arts
Programme Code:	BVVA
Examination:	S26
Year-Semester:	BVA III SEM VI
Course Name:	Art Studio Major Foundation Art & Graphic Design
Course Code:	BVVA21601
Date and Day of Examination:	11 th MAY, 2026
Marks:	125 Marks
Time:	8.30 a.m. onwards
Format of Examination	Jury/Viva/Seminar Presentation/Time Problem

A. Jury/ viva Evaluation:

Packaging Design & Product Campaign-

Students are required to design an original **product packaging** along with a **product campaign** for the same brand/product. The design should communicate the product identity effectively and attract the target audience through creative visual presentation.

Children's Story Book Illustration (Under Age 8 Category) & Indian Relief Sculpture to Illustration Conversion-

Select any **Indian Relief Sculpture** (Temple Relief / Historical Sculpture / Mythological Relief Artwork) and convert it into an illustration format.

Students must create: 1 Hand-drawn Illustration 2 Digital Illustrations

The artwork should maintain the essence of Indian sculptural aesthetics while creatively transforming it into an illustrative visual style.

B. Aim: To develop creative visual communication skills through packaging design, product campaign creation, children's storybook illustration, and transformation of Indian relief sculpture into illustrative artwork.

C. Objectives:

- To enhance creativity and design thinking skills.
- To understand branding, storytelling, and illustration techniques.
- To explore traditional Indian art forms through modern visual interpretation.
- To develop hand-drawn and digital artwork presentation skills.

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

- Maintain originality and creative presentation in all artworks.
- Submit neat and properly finished handwork and digital work.
- Use suitable color schemes, typography, composition, and illustration style.
- Digital work may be created using any design software.

E. Expected Outcome: Students will be able to create visually engaging packaging designs, promotional campaign artwork, children's illustrations, and creative illustration conversions inspired by Indian relief sculptures. (all assignment submitted in Jury

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F. Evaluation criteria:

- Creativity & Originality
- Composition & Visual Presentation
- Concept Development
- Illustration & Design Quality
- Technical Execution & Finishing

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. Priyesh Koradiya	
3.		
4.		
5.		