

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 II SEM IV
Course Name:	Art Studio Minor IV Graphical Representation with Typography
Course Code:	BVVA32403
Date and Day of Examination:	14 th MAY, 2026
Marks:	50 Marks
Time:	8.30 a.m. onwards
Format of Examination	Jury/Viva/Seminar Presentation/Time Problem

A. Jury/ viva Evaluation:

Create a native language typography system for existing multinational brand logos or wordmarks. Students must redesign the English typography into Hindi or Gujarati typefaces while maintaining:

Original font proportions

Character width balance

Visual rhythm and spacing

Brand identity and recognizability

The redesigned typography should visually feel like the original brand while adapting it into a regional language script.

B. Aim: To develop an understanding of typography adaptation across languages while preserving brand identity, visual consistency, and typographic structure.

C. Objectives:

- To understand typography adaptation and multilingual visual communication.
- To explore Hindi/Gujarati typeface design while preserving brand identity.
- To study font proportions, spacing, and visual rhythm in logo redesign.
- To develop creative skills in transforming multinational brand typography into regional language scripts.

D. Instructions:

Select one multinational brand logo or wordmark.

- Study the original typography carefully:
- Typeface style
- Stroke thickness
- Character proportions
- Kerning and spacing

Overall visual rhythm Convert the English typography into:Hindi or Gujarati script

Maintain: Similar width and proportions Same visual weight Similar spacing and alignment

Brand personality

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E. Expected Outcome: Students should produce a visually balanced native-language brand typography system that successfully preserves the essence of the original multinational brand while adapting it into an Indian linguistic context.

F Evaluation criteria:

- Research & Typeface Analysis
- Accuracy of Typography Adaptation
- Spacing, Alignment & Proportion Control

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.		