

MAH AAC CET Design & Composition

Sample Paper – 2 | 2026

Duration: 90 Minutes | Maximum Marks: 50

Instructions

- This paper contains **1 practical question** modelled on the MAH AAC CET Design & Composition pattern.
- Total marks: **50**. There is **no negative marking**.
- Render the design in **POSTER COLOUR** or **WATERCOLOUR** on a drawing sheet of approximately **14" × 19"**.
- Use a pencil for the initial layout; **pencil lines must not be visible** in the final submission — erase or cover them fully.
- All lettering must be done **freehand**. Stencils and rub-on/printed lettering are **strictly not permitted**.
- Write your **seat number and name** clearly on the front of the drawing sheet before beginning work.
- **Mobile phones, calculators, and all electronic gadgets** are strictly prohibited in the examination hall.

Design & Composition Question



Question (50 Marks):

Design a **POSTER** announcing an **Annual Cultural Festival** for a college. Your poster must include:

- (i) the event title '**UTSAV 2026 — Annual Cultural Festival**' rendered in a **decorative, hand-lettered style** that reflects the festive spirit of the occasion;
- (ii) a **central illustrative motif** drawn from Indian classical arts — for example, a Bharatanatyam dancer silhouette, a sitar or tabla, or a folk art motif such as Warli or Madhubani;
- (iii) the **date and venue** of the festival — you may invent these details (e.g. 15–17 March 2026, Main Auditorium, Pune University);
- (iv) a **decorative border or frame** that reinforces the festive mood and unifies the overall composition.

Use a **vibrant, festive colour palette** — warm background tones (orange, yellow, or red) with strong contrast for lettering and motif — to ensure the poster is legible from a distance. The overall layout should be visually balanced and immediately attention-catching.

Work on A3 size (approx. 14" × 19") in portrait or landscape orientation. Use poster colours or watercolours.

Suggested Composition Layout

One possible thumbnail arrangement is shown below for reference only. Candidates are encouraged to devise their own original layout.





Thumbnail: Annual Cultural Festival Poster

Evaluation Rubric (50 Marks)

Marking Rubric

Criterion	Descriptors	Marks
Layout & Composition	Logical hierarchy of elements; balanced use of space; clear visual flow from title to central motif to date/venue details	12
Lettering Quality	Decorative, consistent, and legible free-hand lettering; style is appropriate for a festive cultural event	10
Central Motif & Illustration	Recognizable and well-executed central image; correct proportions; expressive quality and thematic connection	10
Colour Scheme & Contrast	Festive palette; strong foreground-background contrast; effective tonal harmony across the composition	10
Border & Finishing	Decorative border complements the theme; clean edges; overall neat and polished presentation	8
Total		50



Preparation Guidance

- **Inspiration:** Study examples of Indian festival posters and traditional cinema hand-painted hoardings for lettering style; observe how bold imagery and rich colour are balanced with text in these formats.
- **Visual Hierarchy:** The event title must be the largest and most prominent element on the poster. Use size, weight, and colour contrast to guide the viewer's eye: title → central motif → date/venue → college/organiser name.
- **Lettering:** Practise decorative block letters with serifs or floral extensions; keep stroke weight consistent throughout. The hand-crafted quality of lettering is specifically assessed — avoid traced or mechanical letterforms.
- **Central Motif:** Reference Warli, Madhubani, or Kalamkari for folk art motif options. Keep the silhouette bold and simple so it reads clearly from a distance; a single strong motif is more effective than several competing ones.
- **Colour:** A warm background (orange, yellow, or red) paired with cool text and motif colours (blue, green, or white) gives maximum contrast. Limit your palette to 4–5 dominant colours; too many hues weaken the poster's visual impact.
- **Time Management:** Approximately 10 min thumbnail sketch → 15 min lettering layout → 40 min colour application → 25 min finishing touches and border decoration.

