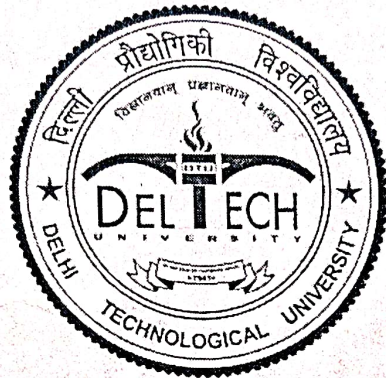


**QUESTIONS PAPERS
END & MID SEMESER EXAMINATION
DURING SEPTEMBER- 2018 AND MAY
2019**



(DEPARTMENT OF DESIGN)

B. DESIGN

1st & 2nd SEMESTER

Roll No. _____

Sign. of Invigilator _____

DELHI TECHNOLOGICAL UNIVERSITY
FIRST SEMESTER, MID TERM EXAMINATIONS: SEPTEMBER 2018
BACHELOR OF DESIGN (B.DES.)

Course Code: DD101

World Of Design

Time: 3 Hours

Max. Marks: 50

Note: Attempt any two parts from Q1.
Q2 & Q3 are compulsory.

Section A

Q1 Explain briefly the following:

{2X8=16 Marks}

- Properties that makes a material economic to use?
- Properties that makes a material manufacturable?
- Properties of a material that lends to performance?
- Properties that makes a material attractive to the end user?

Section B

Q2 Choose any function relevant to the functioning of living species. Explore this function and explain how it varies/ it's implementation varies across species. {16 Marks}

Q3 Choose any two products from the list below and show how their design changes because of functional, individual and cultural needs: {18 Marks}

- Greeting cards
- Shoes
- Wedding dress
- Means of travel
- Food
- Sports/ Games
- Drinks

Roll No. _____

Sign. of Invigilator _____

DELHI TECHNOLOGICAL UNIVERSITY
FIRST SEMESTER, MID TERM EXAMINATIONS: SEPTEMBER 2018
BACHELOR OF DESIGN (B.DES.)

Course Code: DD103

Sketching 2D/ 3D & Rendering

Time: 3 Hours

Max. Marks: 50

Section A

Note: All questions are compulsory.

Q1

a) Write a brief sketch about the artist 'Leonardo Da Vinci'. (150 words) {6 Marks}

b) Attempt any two from the following: {4 Marks}

- 1) What was the famous technique that Leonardo used to create Mona Lisa? Explain.
- 2) What draws you to the image of the Mona Lisa? Describe in artistic words.
- 3) What did Leonardo contribute to the society?

c) Attempt any two from the following: {4 Marks}

- 1) Leonardo Da Vinci was born on, and was the son of a minor bureaucrat. He was born in and first lived in the countryside and then in the city of
- 2) is considered the quintessential "..... Man". As much or more than any other figure from that period, the, He was personified the concept. He was an accomplished
- 3) The painting 'Mona Lisa' presently in the permanently displayed at,, France.

Q2 Attempt any four from the following: {4 Marks}

a) Qutab Minar is a renowned UNESCO world heritage site of Delhi. Standing 240 feet tall, this tower was established in the year 1192, by the very first ruler of Delhi- This minaret is named after its creator.

b) Jama Masjid- The largest Islamic mosque in the city of Delhi, Jama Masjid, was constructed way back in the The mosque can hold up to 25,000 people.

c) Old Fort - The historical fort of Delhi. The construction of this imposing structure was started by..... and completed by Humayun.

d) Humayun's Tomb- This monument was originally built as a tomb for the Mughal emperor Humayun in the, depicting elaborate Persian design.

e) Khooni Darwaza or Bloody Gate, is located in the heart of Old Delhi. The place where the three sons of the erstwhile ruler of Delhi,, were executed by the English General William Hudson.

f) The Parliament House, located in New Delhi, is the home of the Indian Parliament. Designed by the famous architect, the first session was held in 1927 by the then Viceroy of India, Lord Irwin.

Q3 Name the Famous personalities in India. Attempt any two from the following: {2 Marks}

- a)won the Nobel Prize in Literature in 1913.
- b) Renowned Painter, known for his Horse series paintings was.....
- c) Renowned Sitar Player, was associated with Beatle Rock band.....
- d) Renowned Musician, received Oscar for Slumdog Millionaire.

Section B

Note: All Questions are compulsory.

Q4
a) Draw the still life arranged before you and render it with light & shade. **{15 Marks}**

b) Sketch 3 poses of model standing before you with detailed features. **{15 Marks}**

Roll No. _____

Sign. of Invigilator _____

DELHI TECHNOLOGICAL UNIVERSITY
FIRST SEMESTER, MID TERM EXAMINATIONS: SEPTEMBER 2018
BACHELOR OF DESIGN (B.DES.)

Course Code: DD105

Elements of Design

Time: 3 Hours

Max. Marks: 50

Note: All questions are compulsory.

Section A

Q1 What are the types of emotions? Write about 7 types of emotions- explain with the help of lines and curves in box of size 6 x 6 cm.

{10 Marks}

Q2 Explain how design can improve the life of human. Write the importance of study of elements of design.

{10 Marks}

Q3 a) What do you understand by curve and angular line?

{2x5=10 Marks}

b) Draw two rectangles within a window of 100 x 100 mm window showing relationship between both the rectangles such as:

- Two independent rectangles
- Single rectangle divided into two.

Section B

Q4 Attempt any one from the following:

{20 Marks}

A) Design a pop-up greeting card for the occasion of Birthday/ Wedding/ Festival, keeping in mind the elements of design. (Size: A5)

B) Create a puzzled design on paper using technique of stencil-cut or slit for children of age 8-10 years. (Size: 150x150 mm)

Roll No. _____

Sign. of Invigilator _____

— 05 —

**DELHI TECHNOLOGICAL UNIVERSITY
FIRST SEMESTER, MID TERM EXAMINATIONS: SEPTEMBER 2018
BACHELOR OF DESIGN (B.DES.)**

Course Code: DD107

Tinkering Studio

Time: 3 Hours

Max. Marks: 50

Section A

Note: Attempt all questions

Q1 For any product that you have explored in the studio class, Explain the following:
{6x6=36 Marks}

- a) What is the purpose of the product?
- b) How does the product function?
- c) What is the front-end of the product?
- d) What is the back-end of the product?
- e) What are the various components that make up the product?
- f) Draw the product in a transparent casing/ exterior.

Section B

Note: You may use the internet on your mobile phones or laptops to answer the questions. You are required to merely create a name list of the items.

Q2

- a) What are the different types of fastening methods used in securing components in a home appliance to assemble a product? {5 Marks}
- b) What are the different materials and components used in constructions of home appliances? {5 Marks}
- c) Which product you have disassembled, explored and reassembled during the studio class? Which of these you have documented? {4 Marks}

Roll No. _____

Sign. of Invigilator _____

DELHI TECHNOLOGICAL UNIVERSITY
FIRST SEMESTER, MID TERM EXAMINATIONS: SEPTEMBER 2018
BACHELOR OF DESIGN (B.DES.)

Course Code: DD109

Computer Graphics 2D- Theory

Time: 3 Hours

Max. Marks: 50


Section A

Note: Attempt all questions.

{10X1=10 Marks}

Q1 What type of format does Photoshop support?

- A) JPEG
- B) PNG
- C) TIFF
- D) All of the options

Q2 Name the tool  from the option given below.

- A) Quick Selection Tool
- B) Polygonal Lasso Tool
- C) Magnetic Lasso Tool
- D) Rectangular Marquee Tool

Q3 How Photoshop display the name of an opened file.

- A) Title@100%(Layer1, RGB/8)*
- B) Title@ (Layer1, RGB/8) 100%
- C) RGB/8 @Layer 1, 100%, Title
- D) (Layer1, RGB/8)* Title@ 100%

Q4 Why eye dropper tool is used for ?

- A) To drop color on the selected area
- B) To heal up the selected area
- C) To select color of the selected area
- D) To select the image layer

Q5 What are the short keys used for transformation of image?

- A) Shift + D
- B) Shift + T
- C) Ctrl + D
- D) Ctrl + T

Q6 What does CMYK color mode stand for?

- A) Codec, Max, Light, Dark
- B) Cyan, Magenta, Yellow Black
- C) Cyan, Maroon, Yellow, Blue
- D) Cyan, Magenta, Yellow, Kreme

Q7 What is the term for an individual dot of color and light that is the basic unit used to create digital images?

- A) Dot
- B) Swatch
- C) Pixel
- D) Unit

Q8 To resize the image in Photoshop, what is used?

- A) Crop tool
- B) Selection Tool
- C) Transformation
- D) Pen Tool

Q9 To make the image sharper, we have to increase

- A) Transparency
- B) Brightness/ Contrast
- C) Opacity
- D) Hue/ Saturation

Q10 Photoshop is used mainly for?

- A) Poster making
- B) Increasing files size
- C) Photo editing
- D) Creating animation

Q11

- A) How computer technologies has changed the way we communicate in today's world?
 - B) As a future designer, How would you describe the advancement in technologies impacting the design education, awareness, access to information and way of living? Give two examples in support of your answers. (200 words)
- {10 Marks}**

Section B

Note: Submit the PSD as well as JPEG files of your work to the invigilator, Save the digital file from time to time in order to avoid the risk of losing all the work done in case of crashing of machine.

Q12

Create an attractive and meaningful composition as per the below mentioned standards in Photoshop using the references images provided to you and explain the meaning and idea behind your creation in not more than 200 words:

{30X1=30 Marks}

- File dimensions: **A4 (Portrait/ Landscape)**
- Color Mode: **RGB**
- Output: **.PSD, .JPEG (2 files)**
- Text/ Caption: **Can be used if needed (not compulsory)**

Total No. of Pages 01

Roll No. _____

SECOND SEMESTER

B.Design

MID TERM EXAMINATIONS

MARCH 2019

Course Code: DD102

DESIGN METHODOLOGY

Time: 03:00 Hours

Max. Marks: 50

Note: All questions are compulsory.

Section A

Q1. Proper functioning of any user, product, or services requires correct conversion of inputs into outputs. This may happen through the brain, or a product mechanism, a procedure or a transformation function. It is these inputs and how the user processes the said inputs that determines his / her output, response, behavior and experience. For any Two situation below articulate and map the user behavior in the given situation. Develop your answer with the help of text, tables and sketches. {2*20 Marks}

- A) A group of unconnected and connected people crossing a road at a non-zebra crossing junction
- B) A hostess serving tea in a moving train/flight using a kettle and milk pot.
- C) A very hygiene conscious person using a toilet in a train
- D) A lady of age group 40+ trying to board the upper berth allotted to her and getting down from the same
- E) The process of using a lift in a multi-story building

Section B

Q2 What is Design Thinking, elaborate the different stages of design thinking? Justify your answer with an example? (Word limit- 400)
{10 Marks}

OR

What is Design for all? Discuss with suitable points. (Word limit- 400)

END

- 09 -

Total No of Pages: 02
SECOND SEMESTER
MID SEMESTER EXAMINATION

Roll. No.....
B.DESIGN
March- 2019

DD104 HISTORY OF DESIGN

Time: 3 Hours

Max. Marks: 50

Note: All questions are compulsory.

Q1 Match the following. Select the most appropriate pairings.

{10 Marks}

- | | |
|----------------------|--|
| a) Van Gogh | Curvilinear Form |
| b) Picasso | Wassily Kandinsky |
| c) Cezzane | Flat Picture Space |
| d) Art Nouveau | Post Impressionism |
| e) Abstract Art | Melting Clocks (Persistence of Memory) |
| f) Modern Art | Horizontal and Vertical |
| g) Salvador Dali | Minimalism |
| h) Mondrian | Automated Drawing |
| i) Mies Van Der Rohe | Guernica |
| j) Surrealism | Expressionism |

Q2 Write short notes on any Four of the following-

{4x5=20 Marks}

- Expressionism
- Surrealism
- Cubism
- Art Nouveau
- Impressionism
- Post Impressionism

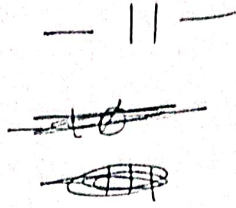
P.T.O

Q3. Attempt any one of the following

{20 Marks}

- a) What were some of the key issues at the beginning of the 20th Century (1900's)? Compare and contrast to some of the issues that we are facing today, at the beginning of the 21st century (2000's)?
- b) What were the key ideas of the Bauhaus School of Design? Discuss in detail.

-END-



Total No of Pages 01
SECOND SEMESTER
MID SEMESTER EXAMINATION

Roll. No.....
B.DESIGN
March- 2019

DD106 Communication Studios and Semiotics

Time: 3 Hours

Max. Marks: 50

*Note: Attempt any two parts of Question 1 from section A.
Question 2 & 3 are compulsory from section B.*

Section A

- Q1 {10x2=20 Marks}
- A) 'Whole is greater than the sum of its parts' what do you make out from this statement? Briefly explain any three Gestalt's law of perception with an example of each.
- B) How important is the 'Art of Storytelling' for a designer? Discuss any two scenarios/works from your memory where storytelling is the key to engaging the audience/viewer.
- C) Explain the term 'SIGN' with reference to theories as proposed by Saussure and Peirce. Use innovative examples from your experience to illustrate these theories. (answer length should be minimum 300 words, do not use examples discussed in class).
- D) Write Short notes on any two of the following:
i) Index ii) Symbol iii) Icon

Section B

Q2 Create a pleasing composition (6X8 inches) using organic or inorganic shapes (Line art only) to be printed on a t-shirt keeping in mind the Gestalt's laws. (Briefly, explain your idea/concept in 100 words). {10 Marks}

Q3 Draw a storyboard (colored or b/w) of four panels based on the following story: {20 Marks}

Earth has been destroyed by war and no one lives on it anymore. The robots and machines continue to function and serve human beings who have long ago died.

END

← 12 -

Total no. of pages: 2

Roll No.....

SECOND SEMESTER

B. Des

MID SEMESTER EXAMINATION

MARCH- 2019

DD108 MATERIALS AND PROCESSES FOR DESIGN

Time: 3:00 Hours

Max. Marks: 50

Note: All questions are compulsory.

Section A

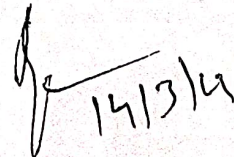
Q1 Differentiate between (i) Fabrication, (ii) Processing, (iii) Manufacturing, and (iv) Production. (Word limit- 200) {5 Marks}

Q2 Why material & processes are important for post design phase of the product development process? Explain any one example? (Word limit- 300) {5Marks}

Q3 Do you agree with " NATURE IS A GREAT DESIGNER" Support your answer with proper justification in relation with materials. (Word limit- 500) {10 Marks}

Q4 Explain two materials from Base metal and Alloys with their properties its applications. (Word limit- 800) {10 Marks}

P.T.O

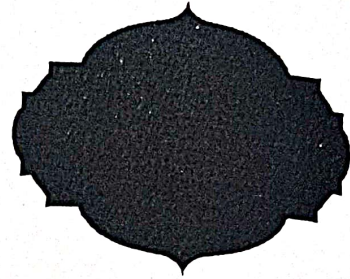

14/3/19

Section B

Q5 Choose any one of the following silhouette and make with GI wire
{20 Marks}



a



b

-END-

Total No of Pages 01
SECOND SEMESTER
MID SEMESTER EXAMINATION

Roll. No.....
B.DESIGN
March- 2019

DD110 COMPUTER AIDED 3D VISUALIZATION

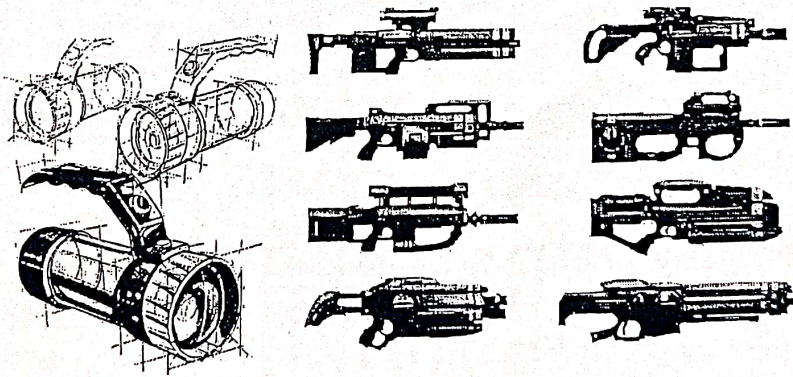
Time: 3 Hours

Max. Marks: 50

Note: Attempt only one question.

- Instructions:
- Autodesk Fusion 360 to be used for 3D Modelling.
 - Export the Final CAD Model and Save it in your Computer.
 - The 3D CAD Model will be collected from you at the end of the exam.
 - Soft copies of the product images will be provided during exam.

Q1. Select any one product and make a 3D model. (50 Marks)



-END-

Total No of Pages 02

— 15 —

Roll. No.....

FIRST SEMESTER

B.DESIGN

END SEMESTER EXAMINATION

Nov/Dec- 2018

DD101 World of Design

Time: 3 Hours

Max. Marks: 50

(Access to internet allowed) Take home. Question may be given 24 hrs before the examination. Student may do all necessary homework, make notes, concept drawings. The final work will be done in the examination hall on two A3 size sheets.

Q1. {25 Marks}

Odd roll number, please choose problem 1 and even number 2

1. A solar powered light. Setting, purpose and beneficiary as per your choice. **(Odd Roll Number)**
2. A celebration vehicle for just married couple. Choose your culture, married couple age group, season as per your liking. **(Even Roll number)**

Who is your user? Write a persona of your user with images.

What is the purpose? Detail your purpose.

What is the context of usage? Cultural, Geographical

Develop a mind map.

Develop a mood map.

Develop a design board. The technology you would use...

Very neatly develop your design concept.

Describe why your concept is a good concept.

Q2. {10 Marks}

Choose any function relevant to the functioning of a living species. Explore this function and how it varies / its implementation varies across species

Q3. {15 Marks}

Choose any two products from the list below and show how their design changes because of individual functional and emotional needs

- Greeting cards
- Shoes

P.T.O.

- Wedding dress
- Means of travel
- Food
- Sports / Games
- Drinks

Course Code: DD103 Sketching 2D/ 3D & Rendering

Time: 3 Hours

Max. Marks: 50

Section A

Human Study

Note: All questions are compulsory.
To be drawn from human figure.

Duration: 60 Minutes

Q 1 Draw line sketches of full human figure in Standing position in three Postures. {2x3= 6 Marks}

- a) Front view
- b) Side view
- c) Back view

Q 2 Draw a sketches of full human figure in Seating position in three postures {2x3= 6 Marks}

- a) Front view
- b) Side view
- c) Back view

Q 3 Draw sketches of human face in three positions {1x3= 3 Marks}

- a) Front view
- b) Side view
- c) Back view

Section B

Still Life

Note: All questions are compulsory.
To be drawn from given object with rendering.

Duration: 20x3= 60 Minutes

Q 4 Draw an object (Metal) with pencil rendering. {1x5= 5 Marks}
(showing proportion, volume & texture).

Q 5 Draw an object (Plastic Jar) with pencil rendering. {1x5= 5 Marks}
(showing proportion, volume & texture).

P.T.O.

— 18 —

Q 6 Draw a clay pot (Matka) with pencil rendering.
(showing proportion, volume & texture).

{1x5= 5 Marks}

Section C

Perspective

Note: All Questions are compulsory.

To be drawn from memory with rendering.

Duration: 30x2= 60 Minutes

Q 7 Draw one-point perspective of a building (interior) of DTU campus.
(indicating ground line, vanishing point)

{1x10= 10 Marks}

Q 8 Draw two-point perspective of a building (exterior) of DTU campus.
(indicating ground line, vanishing points)

{1x10= 10 Marks}

END

Note: All questions are compulsory.

Section A

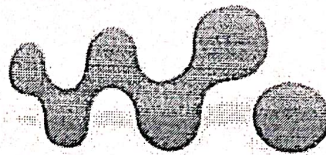
Q1 (a) Write minimum 5 keywords for your parent's personality. {05 Marks}

(b) Render a 3D form which depicts your parent's personality and explain it in 50-100 words. (Use only pencils. {15 Marks}

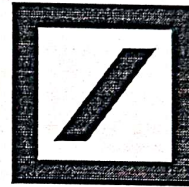
Q2 Identify any 2 logos given below and explain your understanding of Elements of Design in both the logos in 50-100 words each. {10 Marks}



(a)



(b)



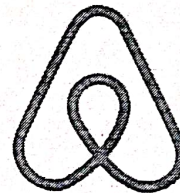
(c)



(d)



(e)



(f)

Section B

Q4 Attempt any one from the following:

{20 Marks}

A) Design a relief work for a front façade of any department of DTU. Explain it in 50-100 words. (Size: A4 Square, i.e. 8.27" * 8.27")

OR

B) Design a relief wall for your favorite brand's showroom. Explain it in 50-100 words. (Size: A4 Square, i.e. 8.27" * 8.27")

Q 6 Draw a clay pot (Matka) with pencil rendering.
(showing proportion, volume & texture).

{1x5= 5 Marks}

Section C

Perspective

Note: All Questions are compulsory.

Duration: 30x2= 60 Minutes

To be drawn from memory with rendering.

Q 7 Draw one-point perspective of a building (interior) of DTU campus.
(indicating ground line, vanishing point)

{1x10= 10 Marks}

Q 8 Draw two-point perspective of a building (exterior) of DTU campus.
(indicating ground line, vanishing points)

{1x10= 10 Marks}

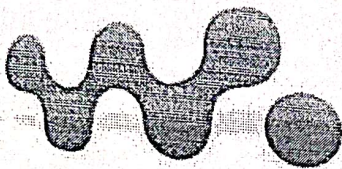
END

Section A

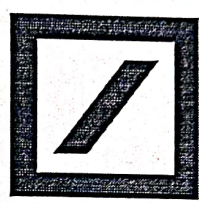
- Q1 (a) Write minimum 5 keywords for your parent's personality. {05 Marks}
 (b) Render a 3D form which depicts your parent's personality and explain it in 50-100 words. (Use only pencils. {15 Marks}
- Q2 Identify any 2 logos given below and explain your understanding of Elements of Design in both the logos in 50-100 words each. {10 Marks}



(a)



(b)



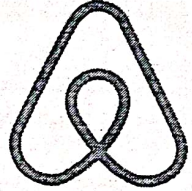
(c)



(d)



(e)



(f)

Section B

Q4 Attempt any one from the following: {20 Marks}

A) Design a relief work for a front façade of any department of DTU. Explain it in 50-100 words. (Size: A4 Square, i.e. 8.27" * 8.27")

OR

B) Design a relief wall for your favorite brand's showroom. Explain it in 50-100 words. (Size: A4 Square, i.e. 8.27" * 8.27")

Total No of Pages 02
FIRST SEMESTER
END SEMESTER EXAMINATION

Roll. No.....
B.DESIGN
Nov/Dec- 2018

Course Code: DD107 Tinkering Studio

Time: 3 Hours

Max. Marks: 50

Take home question paper. The question paper may be given 24 hours before the examination. Student may do all necessary homework, make notes, concept drawings. The final work will be done in the examination hall on two A3 size sheets.

Note: Attempt all questions.

Q1. You have studied a number products. Many of the products have similar components. For example, motors, heating element, controllers, casings, switches, wiring, etc. However, the shape and specifications of these components change as per the overall functional requirement and how it has to relate with the user and context of usage.

{15 Marks}

Create a matrix. Somewhat like this but more detailed covering all products you have studied

	Heater	Motor	Energy Storage	Casing	Wiring	
Convective Heater						
Toy Car						
Roti Maker						
Veg Chopper						

P.T.O.

Extend this matrix for a popcorn maker, soup maker, fruit dehydrator

You will notice that many products can be made using similar components. In finer detailing their specifications changes for better performance, durability and reliability.

Q2. Conceptualize any one of the following products. Present your design through neat three dimensional sketches. {35 Marks}

- A) A roasted grain maker for homes
- B) A fruit dehydrator
- C) An Undergarment dryer

Do any one of the above. They all use circulating hot air.

END

Section A

Q1 Make a colored design pattern for fabric, taking inspiration from any of the following themes:
Nature (Flowers, Wild-life etc.) {15 Marks}

OR

Geometry (2D shapes, 3D shapes etc.)

Dimension : (8X8) inches
Color Mode : RGB
Output : Ai & JPEG file

Section B

Q2

a. Design an original emoji icon of a unique animal character (colored) and create three emotions/expressions of it. {15 Marks}

Dimension (Icons) : (2X2) inches
Color Mode : RGB
Output : Ai & JPEG file

b. Explain the following:

- i. Inspiration behind choosing the character. {5 Marks}
- ii. Why it is unique & different from existing emoji design on various platforms? {5 Marks}
- iii. How emoticons influence emotional communication via instant messaging? {10 Marks}

END

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Total No. of Pages 02
SECOND SEMESTER
END TERM EXAMINATIONS
Course Code: DD102

Time: 03:00 Hours

Roll No. _____

B.Design
MAY 2019
DESIGN METHODOLOGY

Max. Marks: 50

Note: All questions are compulsory.

Section A

1. A Designers is, more often than not, engaged in wicked problem solving. What is wicked about wicked problems. Elaborate & Discuss.
 2. What is empathy? Why is empathy important in understanding wicked problems?
 3. What are the different types of models /prototypes / simulations used to resolve uncertainties in a design ideation?
 4. Divergence, transformation and convergence are three phases of design problem solving. Describe three methods relevant to each of these three phases.
- {4*5 Marks}

Section B

(Take home Question Paper: Needs to be disclosed before 48 hours)

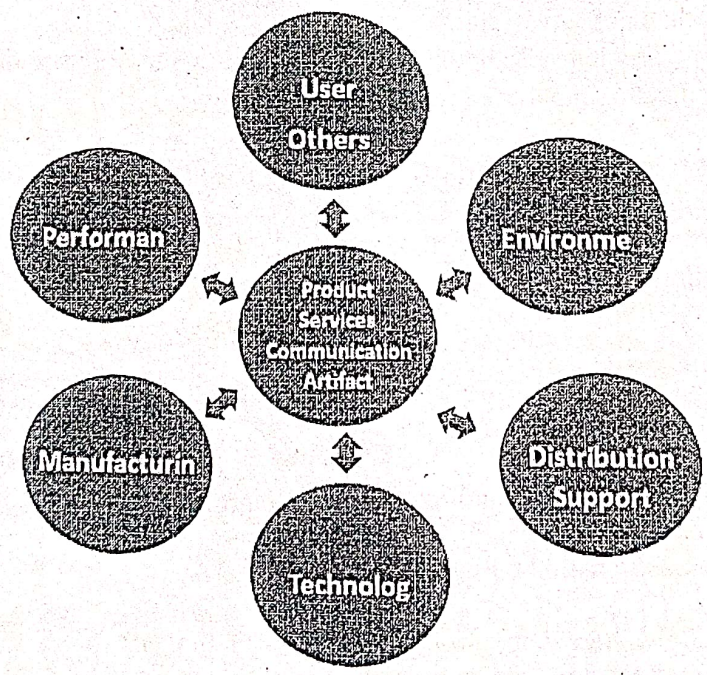
5. Fallacies come in the way of clear of understanding of a real-life problem. As such they can be an impediment understanding wicked problems. In the class we have shared a poster with 24 different types of fallacies. Discuss any 10 fallacies. From these choose and five an illustrate them through a comic strip. In your comic strip you may choose and develop your own comic character, your own dialogue. But they should be rooted in Indian character (human, animal or robot) and Indian situations.
- {30 Marks}

OR

6. Design Problems have to be explored from many viewpoints. Some of the viewpoints discussed are as following:
 - User & Others
 - Performance

- Environment
- Manufacturing
- Distribution
- Technology

Choose any three questions / checklist that will enable the designer to better understand and explore the possible deficiency in a product, service or communication that needs to be designed. And, illustrate them through a comic strip. In your comic strip you may choose and develop your own comic character, your own dialogue. But they should be rooted in Indian character (human, animal or robot) and Indian situations.



{30 Marks}

END

Total No. of Pages: 01
SECOND SEMESTER
END TERM EXAMINATIONS
Course Code: DD104
Time: 3 Hours

Roll No.....
BACHELOR OF DESIGN (B.DES.)
MAY 2019
HISTORY OF DESIGN
Max. Marks: 50

Note: All questions are compulsory.

Q1 Match the following. Select the most appropriate pairings. {10 Marks}

- | | |
|----------------------|----------------------------|
| a) Modern Art | Pastiche |
| b) Pop Art | Comic Strips |
| c) Mies Van Der Rohe | Marilyn Monroe |
| d) Surrealism | Flat Picture Space |
| e) Dada | Anti -Aesthetic |
| f) Andy Warhol | Drip Paintings |
| g) Roy Lichenstein | Postmodern Architecture |
| h) Jackson Pollock | Dreams and the Unconscious |
| i) Post Modernism | Mass Culture |
| j) Robert Venturi | Minimalism |

Q2 Write short notes on any **Four** of the following- {4x5=20 Marks}
(minimum 75 words on each, please include sketches, illustrations etc. to make your point)

- a) Expressionism
- b) Surrealism
- c) Form Follows Function
- d) Dada
- e) Minimalism
- f) Pastiche and Parody

{20 Marks}

Q3. Attempt any **One** of the following

- a) Write an essay of minimum 300 words to 'Compare and Contrast Modernism and Post Modernism' in Art, Design and allied fields. Discuss the major ideas and themes, some key figures/ works etc. in order to support your arguments.
- b) Write an essay of minimum 150 words on each the following-
 - i) How Pop Art has shaped contemporary visual culture?
 - ii) What is the influence of Bauhaus School of Design on contemporary society?

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Total No of Pages 01
SECOND SEMESTER
END TERM EXAMINATION

Roll. No.....
B.DES.
May- 2019

DD106 Communication Studies and Semiotics

Time: 3 Hours

Max. Marks: 50

*Note: Attempt any two parts of Question 1 from section A.
Question 2 & 3 are compulsory.*

Section A

Q1 Attempt any two of the following-

{10x2=20 Marks}

- A) i) What do you understand by the terms 'Protagonist' and 'Antagonist'.
ii) 'Conflict between the two makes the story stronger', discuss giving two examples.
- B) i) How does Gestalt relate to 'Perception' in visual communication design?
ii) Discuss the application of Gestalt law by giving any two examples of logos/ marks of famous companies.
- C) Outline the Theory of Signs as explained by Charles W. Morris identifying and explaining the three components of language. You are encouraged to use examples and illustrations from your experience to elaborate your point.
- D) What is Semiotics? Where do you find the use of Semiotics in Design? How can understanding of Semiotics help a designer? How has studying Semiotics affected your perception?

Section B

Q2. Design an appealing poster encouraging the first time young voters of 18 years of age to cast their vote this Election season, General Election 2019.

{10 Marks}

- Q3. i) Draw an interesting incident from memory (6 frames maximum) where the Protagonist (you) had an extraordinary (real+fictional) experience during the journey of 1st year in college.
ii) Briefly explain the story in 200 words. {20 Marks}

END

Total no. of pages: 2

Roll No.....

SECOND SEMESTER

B. Des.

END SEMESTER EXAMINATION

~~MARCH~~ MAY 2019

DD108 MATERIALS AND PROCESSES FOR DESIGN

Time: 2:00 Hours

Max. Marks: 50

Note: All questions are compulsory.

Q1 Answer the following questions. [5 Marks]

- (a) Lathe machine is used for Process.
- (b) Manufacturing of PET bottles uses Process.
- (c) is the process of cutting holes in solid materials using a cutting tool.
- (d) The earliest polymer was developed in 1906 called.....
- (e) Give any four reasons for choosing plastics for manufacturing of mobile outer casing/body.

Q2 Short Answer Type Question (150-200 words) [10 Marks]

- (a) What is Jute? Write about its various uses in today's life.
- (b) What is Bamboo? Explain the difference between Cane and Bamboo.
- (c) What are the properties of Bamboo and its uses in rural life?
- (d) What is wood? Write types of wood available in India and its uses in urban life.

Q3 State two main advantages of casting process over molding and vice versa. [5Marks]

Q4 write full form of ABS and state four properties of ABS with its applications. [5 Marks]

P.T.O.

Q5 Distinguish between base metal & alloy with respect to main constituents conductivity, resistance to corrosion, machinability, strength, and elasticity. [5 Marks]

Q6 Explain the casting process and its application? Explain any three types of casting processes with example? [10Marks]

Q7 As a designer what material and processes do you choose for your mass manufactured product **HAIRDRYER**. Explain why? [10Marks]

Total No. of Pages 02

2nd SEMESTER

Roll No.....

B.Des

END SEMESTER EXAMINATION *May/June-2019*

DD 110 Computer Aided 3D Visualization

Time: 2:00 Hours

Max. Marks : 50

Instructions:

- Autodesk Fusion 360 to be used for 3D Modelling.
- Export the Final CAD Model and Save it in the system.
- The 3D CAD Model will be collected at the end of the exam.
- Soft copies of the products will be provided during exam.
- Assume missing data if any.

Q.1 Attempt all questions. { 1 x 10 = 10 Marks }

- [a] _____ command is used to place an image on a planer face or sketch plane.
- [b] _____ point spline creates a spline through the selected fit points.
- [c] _____ workspace is used to create T-Spline bodies.
- [d] _____ command is used to align the first set of selected edges to the second set of selected edges.
- [e] _____ command is used to fill an internal hole in T-Spline body.
- [f] _____ command is used to create segments to connect two opposing faces within a body or between two bodies.
- [g] _____ is used to report distance, angle, area or position data of the selected object.
- [h] The three types of Arcs are _____, _____ and _____.
- [i] _____ is used to copy the selected curve from a specified distance from the original curves
- [j] _____ is used to duplicate selected sketch curve in an arc or circular pattern.

Q.2 Design and make a 3D model.

{40 Marks}

Scenario: You have been hired to design a Display unit for a Start-up which is leading manufacturer in Design of Display units for showrooms.

The Display unit is for showcasing perfumes and should have :

- (i) Proper lighting facility
- (ii) 2 (min) or more 5(max) no of shelves.
- (iii) Dimensions Height (1m -1.5m) , width (.5m-1m), breadth (.5m-1m)

Minimum components in the display unit: 2

Maximum components in the display unit: 5

Deliverables required:

- [a] Models of the components separately (exploded view)
- [b] Final Rendered Image (rendered view)

Note: Submissions should be done by taking screenshots of the working