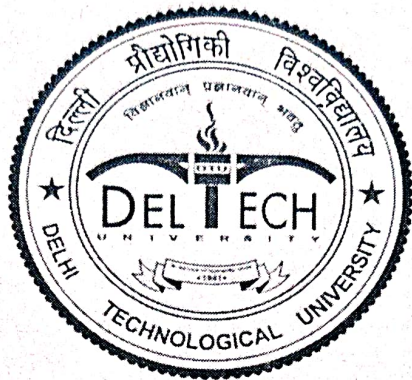


QUESTIONS PAPERS
END TERM THEORY EXAMINATION
NOVEMBER-DECEMBER-2019



B. DESIGN
(1st & 3rd SEMESTER)

**MSC.- PHYSICS/ MATHEMATICS/
CHEMISTRY**
(1ST SEMESTER)

**QUESTION PAPERS FOR B.DESIGN END TERM THEORY
EXAMINATION
NOVEMBER-DECEMBER :2019
SEMESTER: I**

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FIRST SEMESTER

END SEMESTER EXAMINATION

DD101 World of Design

Roll No.....

B.Design.

September- 2019

Nov-Dec,

Time: 03:00 Hours

Max. Marks: 40

1. Attend any Two - 5 Marks Each

[10 Marks]

Write in above 300 words.

(i) Write about your understanding of world of Design.

(ii) Write a note on design scenario around you.

(iii) Where do you see yourself in four years?

(iv) What qualities and skills should a great graphic designer have?

(v) What role does the create artist have in society?

2. Attend any Four - 4 Marks Each

[16 Marks]

Write in above 200 words.

(i) Write a brief note on Graphic designer Paul Rand and his contributions.

(ii) Write a brief note on Graphic designer Akshar Pathak and his contributions.

(iii) Write a brief note on renowned painter Amrita Sher-Gil and her works.

(iv) Write a brief note on renowned painter M F Hussain and his works.

(v) Write a brief note on renowned architect Charles Mark Correa and his works.

(vi) Write a brief note on renowned architect Raj Rewal and his works.

(vii) Write a brief note on fashion designer Anita Dongre and her works.

(viii) Write a brief note on fashion designer Rohit Bal and his works.

3. Attend any Five - 2 Marks Each

[10 Marks]

- Jurassic park book cover designed by
- Apple logo designed by.....
- Nike's iconic swoosh designed by
- AT&T logo designed by
- FedEx logo designed by
- Helvetica font designed by
- IBM logo designed by
- I love New York logo designed by
- 2012 Sundance Film Festival poster designed by
- Ray Gun magazine of the 1990s designed by

4. Draw Logo of respective organizations Any Two - 2 Marks each

[4 Marks]

- a) CITI BANK b) Welcome Group c) AT&T d) Sail India

Total No of Pages 02
FIRST SEMESTER
END TERM EXAMINATION

Roll. No.....
B.DES.
Dec.- 2019

DD103 Sketching 2D/3D and Rendering

Time: 3 Hours

Max. Marks: 50

Q1 Draw the Human figure (Male or Female) in the following poses, fully rendered with appropriate details, keeping in mind the sense of proportion and form. **(Attempt any two)**

- a) Sitting on a chair
- b) Running
- c) Sitting on the floor

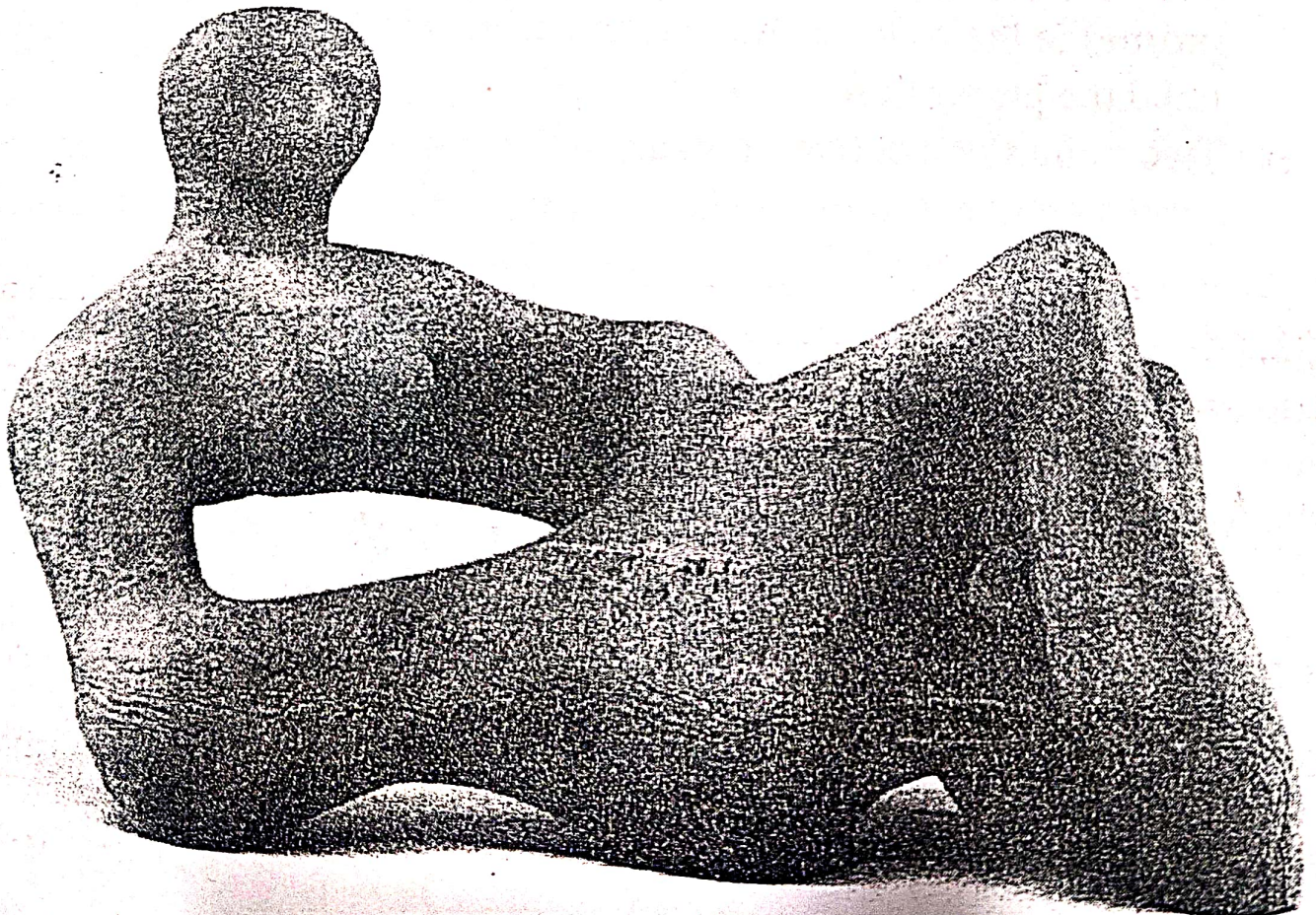
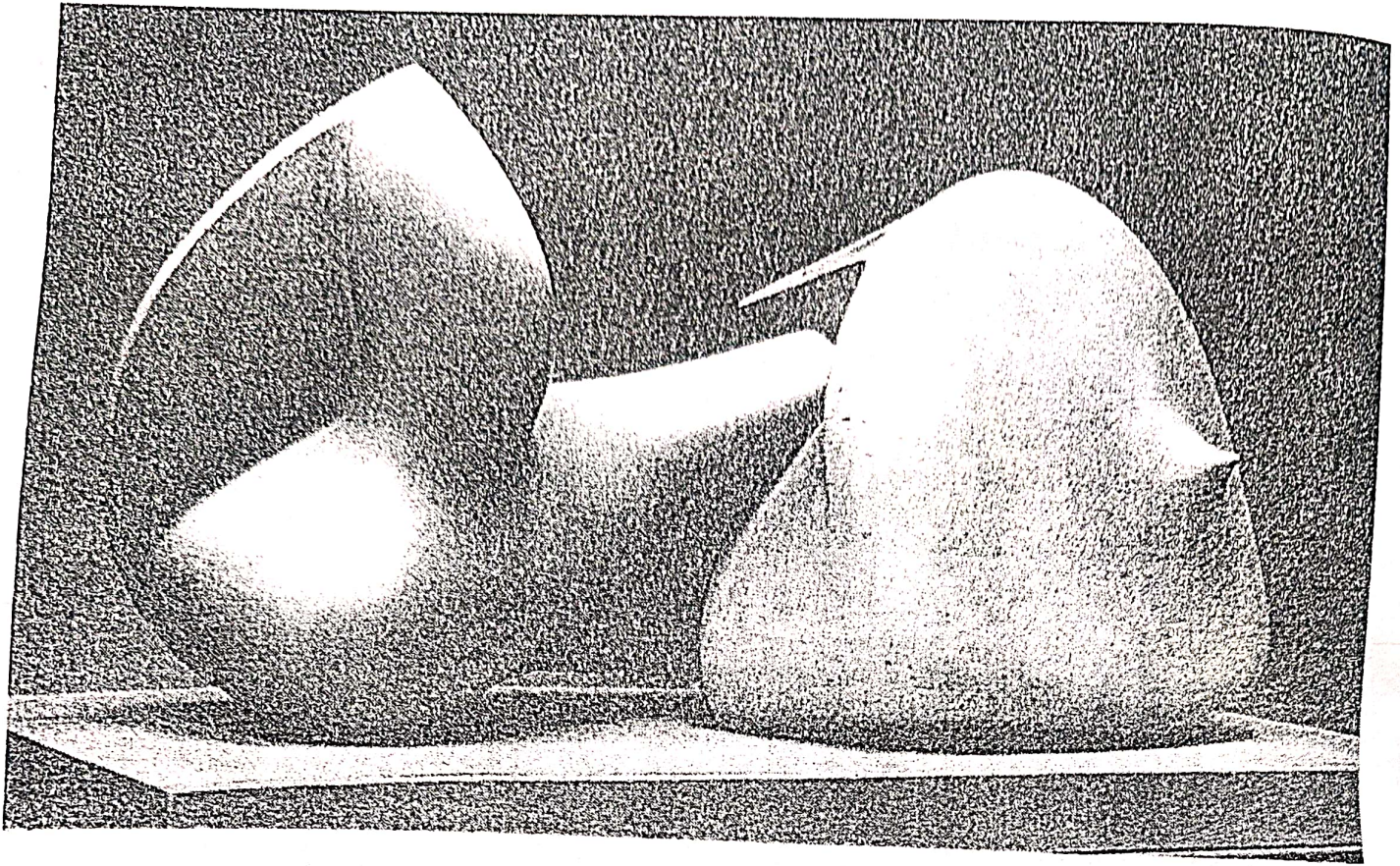
{10x2=20 Marks}

Q2. Draw the following. Your drawing should very clearly show the vanishing point(s) marked as VP.

- a) One point Perspective of the interior of a room showing clearly a Table, a Chair, a Window. Place a human figure (just a basic profile) in the room to indicate the scale of your drawing. Keep in mind the proportion.
- b) Two Point Perspective of an arrangement of solids – a larger cuboid kept on top of a smaller cube.

{10+5=15 Marks}

Q3. Given on the next page are pictures of sculptures by Henry Moore. Use drawing as a medium to copy the shape and bring out the nuanced 3 dimensionality of the form using shading. Keep in mind the dark tones, mid tones and the light tones. **Attempt any one of the two. {15 Marks}**



Total no of Pages: 01

FIRST SEMESTER

END TERM EXAMINATIONS
Course Code: DD105

ELEMENTS OF DESIGN

Roll No. 05

(B.DES.)

NOVEMBER - DECEMBER 2019

Time: 3 Hrs

Max. Marks: 40

Note: All questions are compulsory.

Q1. You are provided with list of words. Choose the most appropriate word from the given list to the images provided.
{5*2 Marks}

Serene
Introspective

Soft
Ecstasy

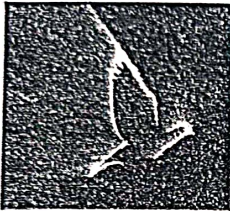
Peace

Intuitive

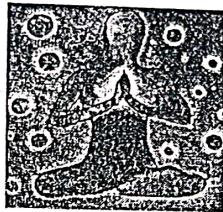
Constructive

Meditation
Prosperity

a)



b)



c)



d)



e)



Q2. Design a 3-D Art Installation for the front façade of Department of Design, DTU. Discuss your thought process & Design elements that you have used. {1*30 Marks}

NOTE: a) Size: 3x2x2 feet

b) Form: Geometric / Organic / Combination of these two

c) Use of Color, pattern, texture or other elements of design are allowed.

OR

Q3. Design a 2-D Art Work for the front façade of your favorite brand. Discuss your thought process & Design elements that you have used.

NOTE: a) Size: 4x3 feet
Combination of these four are allowed.

b) Design Language: Geometric / Abstract / Organic / Direct /
c) Use of Color, pattern, texture, text or other elements of design

{1*30 Marks}

END

06

Total no of pages :01
FIRST SEMESTER
END SEMESTER EXAMINATIONS

Roll No. _____
NOV/DEC 2019

BACHELOR OF DESIGN (B.DES.)

Course Code: DD 107

TINKERING STUDIO

Max. Marks: 40

Time: 180 Minutes

Note:
1. All questions are compulsory.

Q1 Choose any five products you have studied, for each of these

- I. Describe what is the function of each of the chosen products? {5 Marks}
- II. Describe how each of products converts the inputs to the desired output? {5 Marks}
- III. What are the do and don't associated with proper usage of each of these products. {10 Marks}
- IV. For each of the chosen five products describe the components that make the product. Use a table format as given below. {20 Marks}

Product Name:

Name of the components	Function of the components	Name of the material/ Materials it is made up of	Process by which the component is made

Add more rows as necessary

Submit Dos & Donts comic assignment you have developed.

-END-

Total No of Pages 01
FIRST SEMESTER
END TERM EXAMINATION

Roll. No.....
B. DES.
Nov-Dec, 2019

—07—

DD109 Computer Graphics 2D

Time: 3 Hours

Max. Marks: 40

Note: Attempt the questions using Photoshop or Illustrator or combination of both applications.

Q1

- a) Create any two 'Graphic representation' of fun desi slang words/ phrases for a T-shirt design company as following: {2x15=30 Marks}
- Bheja Fry
 - Tube Light
 - Jhakaas
 - Tum se na ho payega
 - Jugaad

Note:

1) Submission details:

Dimension : A4 size

Color Mode : CYMK

Output : Original PSD/ AI & flattened PDF/JPEG files

- 2) You can use appropriate objects, gestures, figures etc. along with the actual slang (Word/phrase) embedded in your design.
- 3) Originality of idea, communication and appeal factor in execution will be the marking criteria for evaluation.

- b) Write a brief note on the 'concept' of your designs. (limit: 150 words each)
{2x5=10 Marks}

END

Total no. of pages: 02

Roll No.....

FIRST SEMESTER

Foundation Elective

END SEMESTER EXAMINATION

Nov- Dec, 2019

FEC49 SKETCHING & RENDERING

Time: 02:00 Hours

Max. Marks: 40

— 08 —

Q1. Write a brief note on below mentioned Indian artists and their works in 200 words. (Attempt any two) [6x2=12 Marks]

- (i) Amrita Sher - Gil
- (ii) Nek Chand
- (iii) M F Hussain
- (iv) Anish Kapoor

Q2. Write a brief life sketch on European artist and explain one of his famous works in 300 words. (Attempt any one) [10 Marks]

- (i) Leonardo da Vinci
- (ii) Michel Angelo

Q3. Draw Human figure male or female keeping in mind proportions in the following postures. (Attempt any two) [3x2=6 Marks]

- (i) Standing
- (ii) Sitting
- (iii) Reclining

Q4. Draw the Bags given on the next page. (Attempt all) [6x2=12 Marks]

Image - 1 Use drawing as a medium to copy the shape and bring out the 3D look by rendering. Keep in mind light to dark tones to create volume.
Size: Approx. height 8 inches.

Image - 2 Use drawing as a medium to copy the shape (only bag). Express the look only with the line drawing as shown in Image 1.
Size: Approx. length 9 inches.

Image-1

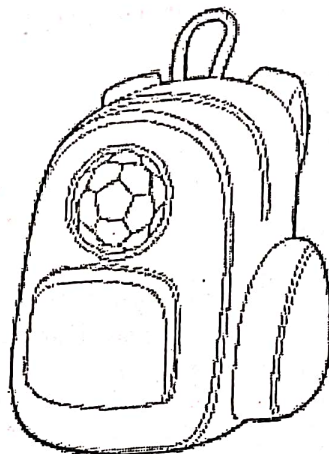
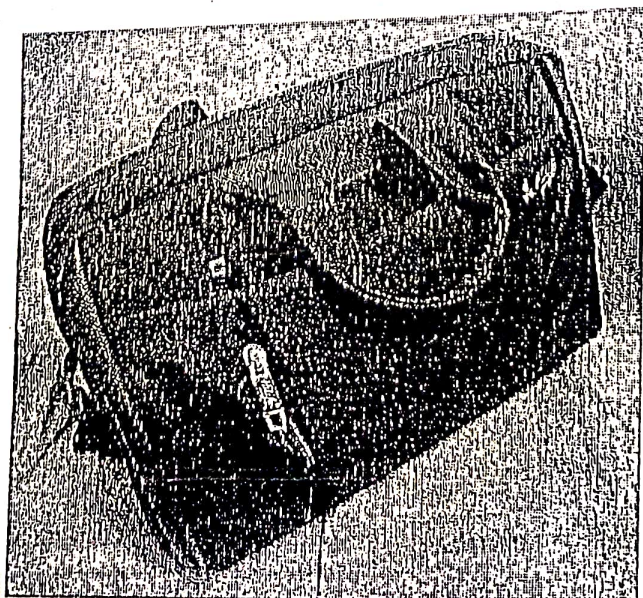


Image-2



Total no. of page: 01
FIRST SEMESTER
END SEMESTER EXAMINATION

Roll No.....
Foundation Elective
Nov- Dec, 2019

FEC50 Tinkering & Elements of Design

Time: 02:00 Hours

Max. Marks: 40

Q1. Choose any two products you have studied, for each of these.

[2.5x4=10 Marks]

- e) Describe what is the function of each of the chosen product?
- f) Describe how each of products converts the input to the desired output?
- g) What are the do and don't associated with proper uses of each of these products.
- h) Draw exterior and interior of the product.

Q2. Design a mobile case with some extra features and write about features with figure.

[10 Marks]

Q3. Draw a sphere of 6 inches diameter on ground level and render with pencil to create volume.

[5 Marks]

Q4. Draw a Cuboid of 6 inches placed on a table and render with pencil to create volume.

[5 Marks]

Q5. Draw a view of below mentioned subject on A3 size drawing paper.
(Attempt any one)

[10 Marks]

- c) Draw a picture of an interior room seeing from below eye level. Try to bring out the 3D look by rendering with pencil. Keep in mind light to dark tones to create perspective.
- d) Draw a picture of a building seeing it from above eye level. Try to bring out the 3D look by rendering with pencil. Keep in mind light to dark tones.

-END-

Total no of pages :01

Roll No. _____

THIRD SEMESTER
END SEMESTER EXAMINATIONS:

NOV/DEC 2019
BACHELOR OF DESIGN (B.DES.)

Course Code: DD 201 PHYSICAL ERGONOMICS

Time: 180 Minutes

Max. Marks: 40

Note:

1. All questions are compulsory.

- Q1 Explain any two of the following with examples (illustration) word limit 300 words-
a. Human Factors at workspace
b. Importance of Anthropometry in ergonomics
c. MSD
{5 Marks}
- Q2 Design a water dispenser system or kiosk on platforms at railway station based, which fulfill the objective of physical ergonomics, Consider all stakeholders while designing the solution.
{10Marks}
- Q3 Mr. Ranjeet Singh, an architect, lost his right arm in a car accident at the age of 38. He has very fond of wristwatches, unfortunately, he is not able to wear due to the loss of one of the vital limbs from his body. Can you design a solution for him keeping physical ergonomics in mind, which can provide him ease to wear a wristwatch.
{10 Marks}
- Q4 **Take-home question**
Analyze the workspace of haircutting salon in a barber/ hairdresser point of view. Consider only two tasks i.e., cutting and hair wash for analysis with the help of REBA & RULA techniques. List all possible design interventions related to the workspace and propose an efficient solution for the same.
Two A3 Sheets will be used for submission
Deadline for submission on November 26, 2019, at 10:00 AM in the examination hall.
{15 Marks}

-END-

Total no of pages :01

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**THIRD SEMESTER
END SEMESTER EXAMINATIONS**

**NOV/DEC 2019
BACHELOR OF DESIGN (B.DES.)**

DD 203

DESIGN AND PEOPLE

Time: 120 Minutes

Max. Marks: 40

Note: The Question Paper may be provided TWO days before the exam for the students to prepare and do the field work. Students have to attempt only one question.

1)

Music has always been one of the key pillars of a Culture. Music may be perceived from various perspectives be it Art, Communication, Celebration or A form of Expression.

There are many people whose livelihood somehow depend directly or indirectly on music. These people sometimes face a lot of hardships in their livelihood. You may take a look at different examples such as:

- Vendors who play and sell musical instruments
- Musicians who sing to collect money in public places
- Spiritual people singing in public places/transport
- People who come to sing folk music in community functions etc.

The task is to meet such an individual and document and his/her life, music and livelihood.

Or

2)

Food is another aspect of Culture which is also associated with Celebration, Tradition, Spirituality, or even as a Form of Expression or Art etc.

You are to look at food from the point of view of a cultural perspective. It maybe in any form, be it community eating, celebration or your own understanding as an individual.

The task is to study and document the culture, tradition and emotion related to the food item(s).

The format for documentation may be in the form of Videos. Sketches and other written work is to be submitted on "two" A3 sheets will be done during the exam.

Total no of pages :01

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THIRD SEMESTER
END SEMESTER EXAMINATIONS

NOV/DEC 2019
BACHELOR OF DESIGN (B.DES.)

DD 205

BASICS OF INTERACTION DESIGN

Max. Marks: 40

Time: 180 Minutes

Note: Attempt only one question.

Prologue:

"At the very basic core of a man's living spirit is his passion for adventure "
—Chris McCandless

Living the metropolitan citylife, has made us move away for the wilderness and a life of adventure. Many a times people crave for such experiences be it for some moments, days or maybe for a little longer duration.

The task at hand is to treat this as an opportunity and come up with creative ideas and solutions.

You may choose any one of the following paths to address the need statement provided above.

- 1) Design of a Product or a series of Products.
(Product Ideations (minimum - 10), Sketches, Scenario of use (minimum - 5),
Choosing of final concept and Detailed Product Sketches)
Or
- 2) Design of an Experience.
(Experience Ideations (minimum - 10), Sketches of ideations, scenario for each
(minimum - 5), Choosing of a final Concept and Final Detailed Explanation with
sketches.
Or
- 3) Design of an Application for Mobile/Tablet.
(Ideations for App(minimum - 15), Sketch of Interactions used in the app,
Scenarios (minimum - 5), Choosing a Final Design with Explanation and
sketches.

--End--

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THIRD SEMESTER
END SEMESTER EXAMINATIONS

NOV/DEC 2019
BACHELOR OF DESIGN (B.DES.)

DD 207

BASICS OF PHOTOGRAPHY AND VIDEOGRAPHY

Time: 180 Minutes

Max. Marks: 40

Note:

1. All questions are compulsory.

Q1. Attempt all questions

{20 Marks}

- I. Explain what is color balance.
- II. When is color balance? Why does it get disturbed? How is it corrected?
- III. What is panoramic mode in photography. How is it achieved?
- IV. What is bracketing. When is it used?
- V. What are the different types of lenses used in photography? Explain their appropriate use?
- VI. What is ISO? What are the different ISO rating available to the photographer?
- VII. What is camera resolution? How is it related to pixels in a frame?
- VIII. What is ambient light, key light and fill light in portrait photography?
- IX. What is TTL & ETTL?
- X. What is color temperature?

Q2. Develop your story/ script for a short film.

{20 Marks}

Here is an outline for fair tale.

- It begins with "Once upon a time", "Long ago", "You must have heard the name of..."
- The main character comes from a relatable background and faces some sort of hardship.
- There is a courageous hero/heroine.
- Location of the story is an imaginary or "far away" land.
- There are mythical animals that talk and use magic.
- It has legendary creatures like unicorns, giants, flying horses, etc.
- Good doesn't surrender but always beats evil and the villain meets his/her doom.
- The story concludes happily ever after.

-END-

Total No of Pages 01
THIRD SEMESTER
END SEMESTER EXAMINATION

Roll. No.....
B.DES.
Nov-Dec, 2019

Course Code: DD209 Visual Design

Max. Marks: 40

Time: 3 Hours

Section A

Q1 The following music artists are going to re-launch their music album and are looking for a visual designer to create a concept for the same. You are required to create an album cover concept design for any one of the artists based on the title song of album provided below:

- Option 1: Pink Floyd- High Hopes
- Option 2: Jagjit Singh- Woh kagaz ki kashti
- Option 3: DIVINE- Jungli Sher
- Option 4: Taylor Swift- Blank Spaces
- Option 5: Adnan Sami- Tera Chehra

Submission of work requires the following:

Album Cover (Front & back), standard size with information such as song lists, Title of Album etc. You have to make and put the required details in the design on your own. {30 Marks}

Note:

- 1) Mode of submission will be soft copy of final one work with Original file (PSD or AI etc.) as well as PDF/JPG file of the same.
- 2) While designing, keep in mind the overall mood/ genera of the title song, the audience (the music caters to), Brand Image of the artist and other such important aspects as you may identify.
- 3) You will be marked on your originality/ appeal and your ability to carry forward/ add to the brand identity of the artist & their music.

Section B

Q2 Pen down your thought-process and idea behind your creation in no more than 250 words. {10 Marks}

The students may be asked to do their research (get familiarize themselves) on their chosen artist/ band from the above list at least 2 days before the exam. The exact question not to be revealed to the students before the exam.

END