

**QUESTION PAPERS FOR END TERM THEORY
EXAMINATIONS**

November/ December-2023



**M.Tech., MTPT, M.Sc., MBA, EMBA, M.Des.,
1st, 3rd & 5th SEMESTER**

Total No. of Pages:03

Roll no.....

3rd SEMESTER

M.DES (Transport and Service Design)

END TERM EXAMINATION

NOVEMBER-2023

DD513 NARRATIVE BUILDING

Time: 03:00 Hours

Max. Marks: 40

Note: Material – Answer book and three A3 drawing sheets.
ATTEMPT ANY SIX. (Q1 – Q8)
BUT Q9 MCQ IS COMPULSORY

Q1. Build a narrative story telling with illustrations of your favourite pet in 200 words. Marks 05

Q2. Explain the communication techniques of Visual, Audio and Video stories in 300 words. Marks 05

Q3. Explain the communication techniques of Drama, Mime, Gestures, Audio and Video stories in 300 words. Marks 05

Q4. Do an illustration strip on the story of "The Thirsty Crow".
The story is: "After flying a long distance, a thirsty crow was wandering the forest in search of water. Finally, he saw a pot half-filled with water. He tried to drink from it but his beak was not long enough to reach the water inside. He then saw pebbles on the ground and one by one, he put them in the pot until the water rose to the brim. The crow then hastily drank from it and quenched his thirst." Marks 05

Q5. Make a digital story with net references of current election process of Gujarat state. Marks 05

Q6. Make a story on the works of narrative painters Bhupen Khakhar and Gulam Mohammad Sheikh. Marks 05

Q7. Where do we come from? What are We? Where are we going? A painting by French artist Paul Gauguin. Make a narrative based on this painting with illustrations in 300 words. Marks 05

260

Q8. Make a banner on Israel and Gaza conflict. Show your concern and efforts as a peace maker of these war torn countries.
Marks 05

Q9. MCQ Attend all (each 0.5 x 20)

Marks 10

1. The cultural centre "Jawahar Kala Kendra" in Jaipur designed by
a) B V Doshi b) Charles Mark Correa c) Rajeev Saini d) Rajiv Sethi
2. World One Towers in Mumbai designed by.....
a) Rajiv Saini b) Brinda Somaya c) Kapil Gupta d) Christopher Lee
3. Which of the following types of wood is used for Carving in Kashmir?
a) Pine b) Walnut c) Rose d) All of these
4. National Institute of Fashion Technology, New Delhi designed by.....
a) Brinda Somaya b) B V Doshi c) Hafeez Contractor d) Rajiv Saini
5. The designer is known for spearheading ethical and sustainable fashion brands in India.
a) Aneeth Arora b) Anita Dongre c) Ritu Beri d) Ritu Kumar
6. IIM Bangalore designed by.....
a) Sameep Padora b) Rahul Mehrotra c) B V Doshi d) Rajiv Saini
7. The man behind some of the most popular Bollywood costumes?
a) Abu Jani b) Manish Malhotra c) Suneet Chopra d. None
8. The man behind the uber-popular, Indian bridal outfits?
a) Manish Malhtra b) Sabyasachi Mukherjee c) Tarun Tahiliani d. None
9. Ustad Allah Rakha is famous for....
a) Violin b) Sitar c) Tabla d) Guitar

10. The Ensemble Store in Mumbai pioneered by.....
a) Sabyasachi Mukherjee b) Abu Jani c) Tarun Tahiliani d) None

11. Name the Architect who designed "Omaxe 2 in Lucknow".
a) Raj Rewal b) Hafeez Contractor c) B V Doshi d) Brinda Somaya

12. Who painted the Sun Flowers?
a) Edouard Manet b) Paul Cezanne c) Auguste Renoir d) Van Gogh

13. Who painted famous painting 'Guernica' ?
a) Paul Gauguin b) Pablo Picasso c) Van Gogh d) Paul Klee

14. Raghu Rai is known for.....
a) Painting b) Designing c) Photography d) Film making

15. The famous Helvetica font designed by
a) Max Miedinger b) Jan Tschichold c) Claude Geramond d) None

16. Who made the film 'Gaja Gamini'?
a) Ketan Mehta b) M F Husain c) Mrinal Sen d) Sham Benegal

17. What was the main subject matter of cave paintings?
a) Dance b) Hunting c) Social d) Nature

18. Which one of the following is related to creativity?
a) Emotional thinking b) Egoistic thinking c) Divergent thinking d) None

19. Which state of India covered the highest forest areas?
a) Meghalaya b) Assam c) Madhya Pradesh d) Uttar Pradesh

20. Which of the following is not product of learning?
a) Concept b) Skill c) Attitude d) Learning

Total no. of pages: 01

Roll No:

1st SEMESTER

MDES (Interaction Design)

END SEM EXAMINATION

NOV/DEC-2023

DD511- Digital Representation Techniques

Time: 3:00 Hours

Max. Marks: 40

Note: Use digital medium to design, any software of your choice, and submit one composite pdf file in google classroom, Joining code: qzm4wcr
Use of the Internet is allowed for research & references only.
Use Drawing sheets for generating ideas and sketches etc.
Create your original ideas, designs & compositions, No plagiarism/ AI generated/ Stock templates/ Copy work is permitted.

Q.1 Attempt ANY ONE of the following:

A. India is hosting ICC Men's Cricket World Cup 2023. At the time of setting up this paper, the Indian team is cruising in the tournaments with exceptional performance and likely to win the Cup. The current young fans of Indian Cricket are to be inspired by this landmark just as we won in 1983 (One-day) and 2011 (T20).

Given this context, Create a promotional social media campaign by the Ministry of Youth Affairs and Sports, Govt. of India and BCCI targeting young kids to be inspired and promote excellence in all kinds of sporting activities in schools.

OR

B. Delhi, and majority of North Indian states are facing the worst air quality during November and December months of every year now. While the Govt. and other bodies are attempting to improve the conditions, AIIMS (All India Institute Of Medical Science) in collaboration with the Ministry of Environment, Forest and Climate Change, Govt. of India, is planning to Launch a social media awareness campaign for the public to exercise necessary measures and precautions at individual and family level.

Note: Create relevant deliverables such as Logo with a slogan, Social media posts, Illustrations (moving/static), basic animations graphics, GIFs, Information graphics/ Maps etc. as per your generating Pitch/ Storyline with a brief description of campaign (max. 300 words)

[40 Marks] [CO-1,2,3]

TOTAL NO. OF PAGES: 01

ROLL NO.....

I SEMESTER
M.DES.END TERM EXAMINATION
DD515NOV-DEC - 2023
USER CENTERED DESIGN

TIME : 3:00 HOURS

MAX MARKS: 40

NOTE: ATTEMPT ALL QUESTIONS

Q1. Explain the journey of your UCD project and how satisfied you are with the product in terms of Research, Product Use, Quality and Product Development
[10 MARKS]

Q2. Why do you feel that people are going to use your product? What is special about that?
[10 MARKS]

Q3. What did you learn while making this product? Give at least 10 points.
[10 MARKS]

Q4. What was the role of UX laws, Usability Heuristics, UX Factors and Persuasion techniques in your project? Explain.
[10 MARKS]

END

NO. OF PAGES: 01

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ROLL. NO.....

I SEMESTER
M.DES.

END TERM EXAMINATION
DD517

NOV/DEC – 2023
BEHAVIOURAL DYNAMICS IN DESIGN

TIME : 3:00 HOURS

MAX MARKS: 40

NOTE: ATTEMPT ALL QUESTIONS

Q1. Illustrate a few cases of Emotional Decision Making. [10 Marks]

Q2. Come up with a Theoretical Framework for the "Emotional Nodes" Research that you have. (Initial Thought Model and what is your understanding about the behavioural nodes vs timeline) [10 Marks]

Q3. Develop a Decision Making flowchart or the Conceptual Framework for your Research.

a) Iterative Research Model you have developed after discussion.

Or

b) Personal Work Space Design situation you have taken up keeping in mind multiple scenarios.

[10 Marks]

Q4. Finally document the question asked in the start of the Semester " The choices and Decision that you make...are they yours?"

Explain with examples.

[10 Marks]

END

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Total no. of Pages:01

Roll no.....

1ST SEMESTER

M.Des.

END TERM EXAMINATION

Nov-2023

DD 523 INDUSTRIAL DESIGN PROCESSES AND PRACTICE

Time: 03:00 Hours

Max. Marks: 40

Note : Assume suitable missing data, if any.
All Question are compulsory
One A3 sheet and answer book is required

- Q.1 What is Product Development Process? Who designs and develops product [5 Marks][CO#1]
- Q.2 Define the concept of "Industrial Design" and illustrate it with an example. [5 Marks][CO#2]
- Q.3 Explain types of needs and its importance of recognizing them within the framework of Industrial Design. Explain prioritization of needs. [10 Marks][CO#3]
- Q.4 Assume a scenario where the challenges are at their most severe, and propose solutions to address these extreme circumstances in the User Centric Design. (use A3 sheet) [10 Marks][CO#4]
- Q.5 Explain any four with Illustration/diagram/flow chart etc.- [10 Marks][CO#4]
- (i) Embodiment Design
 - (ii) Product Architecture
 - (iii) Pugh Concept Selection
 - (iv) Product Specification and Constraints
 - (v) Industrial Design Vs Product Design

Total no. of pages: 02

Vth SEMESTER
B.Des

Roll no.....

END TERM EXAMINATION

Nov/Dec-2023

DD525 Product Design

Time: 1:30 Hour

Max. Marks : 40

Note: Attempt Any Five.

All Question consists equal marks(8).

Q1.How do you define the term "materials" in the context of design and product development, and why is it a critical consideration in the design process? Provide an example to illustrate your understanding.

Q2.Discuss the classification of materials based on properties and usage, highlighting the significance of metals, polymers, ceramics, and composites in design. Can you provide a real-world example where the selection of a specific material significantly impacted the design outcome?

Q3.Explain the distinction between thermoplastics and thermosetting plastics. Provide an overview of common thermoplastic materials, their properties, and applications. How does the choice of thermoplastic materials affect the design and manufacturing process?

Q4.Discuss the role of thermosetting plastics, such as epoxy and phenolic resins, in design applications. Provide specific examples of products or projects where the use of thermosetting plastics was essential, and explain the reasons behind their selection.

Q5. Explore various manufacturing processes like machining, casting, and molding. Compare and contrast these processes in terms of precision, complexity, and material compatibility. Can you provide a case study where the choice of a particular manufacturing process influenced the design and production of a product?

Q6. Discuss the significance of materials like Medium Density Fiberboard (MDF), Plaster of Paris (PoP), and wire in design, focusing on their unique properties. Provide examples of projects where unconventional materials were successfully used, emphasizing creativity and innovation.

Q7. Examine the concept of sustainable design through the repurposing of waste or discarded materials. Share examples of designs that effectively utilized materials like MDF, PoP, or wire to create functional or artistic products, promoting sustainability in the design field.

Q8. Incorporating both material exploration and sustainable design, discuss a case study where a designer repurposed discarded materials to create a product with both aesthetic and functional value. Highlight the challenges faced and lessons learned in the process.

NO. OF PAGES: 01

ROLL. NO.....

I SEMESTER
M.DES.

END TERM EXAMINATION

NOV/DEC – 2023

~~DD517~~

BEHAVIOURAL DYNAMICS IN DESIGN

DD527

TIME : 3:00 HOURS

MAX MARKS: 40

NOTE: ATTEMPT ALL QUESTIONS

Q1. Illustrate a few cases of Emotional Decision Making. [10 Marks]

Q2. Come up with a Theoretical Framework for the "Emotional Nodes" Research that you have. (Initial Thought Model and what is your understanding about the behavioural nodes vs timeline) [10 Marks]

Q3. Develop a Decision Making flowchart or the Conceptual Framework for your Research.

a) Iterative Research Model you have developed after discussion.

Or

b) Personal Work Space Design situation you have taken up keeping in mind multiple scenarios.

[10 Marks]

Q4. Finally document the question asked in the start of the Semester " The choices and Decision that you make...are they yours?"

Explain with examples.

[10 Marks]

END

Total no. of Pages: 03

Roll no.....

1st SEMESTER

MLRes

END TERM EXAMINATION

Nov/Dec-2023

COURSE CODE: DD 531

COURSE TITLE: Visual Culture and Media Practices

Time: 03:00 Hours

Max. Marks: 40

Note : ATTEMPT ANY SIX. BUT Q9 MCQ IS COMPULSORY

- Q1. What do you understand by visual culture and its role in India?
Explain in 300 words. Marks 05
- Q2. Why is Visual Culture invaluable in the 21st Century? Explain with
visuals in 300 words. Marks 05
- Q3. In the present scenario explain the relation between of Art, Crafts &
Design. Explain in 300 words. Marks 05
- Q4. In your opinion how visual communication has a role in the media
practices. Explain in 300 word. Marks 05
- Q5. Make a visual story of a common man through script, caricature and
illustration. Write along with hand skills. Marks 05
- Q6. Design a new Logo of ODI World Cup 2023, Keeping in mind spirit
of the game of the tournament with an explanation in 100 words.
Marks 05
- Q7. Explain the effects of global warming on our country. Design a
poster for creating awareness and write in 100 words. Marks 05
- Q8. Make a poster on Israel and Gaza conflict. Explain your role as a
peace maker of these war torn countries. Marks 05

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Q9. GK Questions Attend all (each 0.5 x 20)

Marks 10

1. "I Love New York" logo designed by
a) Paul Rand b) Milton Glaser c) Chip Kidd
d) David Carson
2. Andy Warhol was painter from.....
a) Dadaism b) Expressionism c) Pop Art
d) Minimal Art
3. Famous book "Jurassic Park", cover designed by
a) Massimo Vignelli b) Chip Kidd c) David Carson
d) Saul Bass
4. Who painted Himalayan Mountain?
a) Paramjeet Singh b) Tyab Mehta c) Nicolas Roerich
d) None
5. America's biggest company "IBM" logo designed by.....
a) Milton Glaser b) Saul Bass c) Paul Rand
d) Chip Kidd
6. Artist Edward Munch was a famous European
a) Sculptor b) Print Maker c) None d) Painter
7. Who is the designer for "Sundance Film Festival" poster?
a) Paula Scher b) Neville Brody c) David Carson
d) Paul Rand
8. What is Numda ?
a) Bag b. Carpet c. Shawl d. Wall hanging
9. Ansel Adam was known as a....
a) Singer b) Photographer c) Historian d) Architect
10. Which of the following metals is used in making of samovar in Kashmir?
a) Copper b) Aluminium c) Brass d) Iron
11. In which year artist Wassily Kandinsky was born.
a) 1853 b) 1857 c) 1866 d) 1870
12. In which of the following festivals are boat races a special feature?
a) Pongal (B) Navratri (C) Rongali Bihu (D) Onam
13. The Kala Ghoda Arts Festival is associated with which following cities?
a) Delhi b) Mumbai c) Haryana d) Kerala

14. Which Indian city is the most 2023?
a) Pune b) Jaisalmer c) Kolkata d) Ahmedabad
15. Shab e-Barat' is a famous event observed in which religion?
a) Islam b) Sikhism c) Jainism d) Buddhism
16. Which is the oldest musical instrument?
a) Sitar b) Tabla c) Harp d) Sarod
17. Intaglio is related with.....
a) Print Making b) Block Printing c) Photography
d) Painting
18. The paintings in the Ajanta and Ellora caves are indicative of the development of art under the....
a) Pallavas b) Chalukyas c) Pandyas d) Rashtrakutas
19. Mother Teresa painted by famous Indian painter....
a) F N Souza b) M F Hussain c) Ram Kumar
d) Akbar Padamsee
20. Copy writer associated with..... a) Printing House
b) University c) Photo Lab d) Ad Agency

Total no. of Pages: 01

Roll no.....

1st SEMESTER

M.Des

END TERM EXAMINATION

Nov/Dec-2023

COURSE CODE DD533 COURSE TITLE: Communication Design Fundamentals

Time: 03:00 Hours

Max. Marks: 40

Note : Research topic may be floated 24hrs beforehand to allow time to conduct the necessary research. Make Suitable Assumptions

Q.1 Do a preliminary research on the following topic- [40][CO1]

"Differences between male and female behaviour associated with Smartphone"

In light of your research, design two advertisements for a mobile phone. Choose any brand and model.

One advertisement should be designed for a male group and another for a female group.

Think of what are the central ideas to communicate and how to best communicate them to the different user groups. Come up with two different strategies for communication, based on differences in behaviour of the user groups.

Deliverables-

a) Two advertisements

[15x2=30]

b) Short note comparing the two design strategies- differences and justifications.(not more than 100 words)

[10]

Total No. of Pages : 02

Roll No.....272

I SEMESTER
M.DES.

END TERM EXAMINATION

Nov/Dec-2023

DD535 Image Fabrication & Visualization

Time: 03:00 Hours

Max. Marks: 40

Students can use their laptops, tablet & software. Answer books, Color Printer & Blank A-4 sheets to be provided.

All Questions carry equal marks. Weightage will be given to neat and clear presentation. Write neatly. For rough work use separate sheets.

ATTEMPT ANY TWO

- Q1. Your gravity sketch scene can be converted into walk-thru, or a game that you can experience in Virtual Reality using your mobile phone and a VR headset. (20 MARKS)
- A) What is the process of converting the Gravity Sketch scene into a walk through for viewing on a mobile phone.
 - B) What difficulties did you encounter in transferring the GS scene to Unity. How can you resolve the issues.
 - C) Describe game scenarios for your gravity sketch. What is it that you have to do in unity to make this into a game.
 - D) What difficulties did you experience in your assignment on using gravity sketch & unity
- Q2 Any scene consists of a variety of objects, Different scale of object, objects with vastly different feeling and emotions in relationship with the viewer. spaces between objects that offers avenues/paths for the viewer to walk around. The scene creates a narrative in which the viewer participates. It evokes emotions and feeling. It beckons the viewer to feel, touch, immerse and explore.
- Through neat sketches, using the elements you have used in your Gravity Sketch scene create four different scene narrative, with a different look and feel and a different participatory desire in viewer. The sketches may be accompanied with a description of your intent. The will be hand drawn. (20 MARKS)

Q3

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The elements of a visual scene encompass various components that collectively contribute to the overall composition and impact of an image. These elements include:

Lines, colours, lighting, texture, form, scale, contrast, space and composition.

You are required to create a scene out of the following

- A) A fantasy scene of inhabitants on another planet
- B) A village scene where a Netaji in his helicopter has landed for an election meeting
- C) An artist working in his studio

Draw your scene using laptop, tablet, your favourite software, print and enclose colour printout. (20 Marks)

END

Total no. of pages: 01

Roll No:

1st SEMESTER

MDES (Visual Communication)

END SEM EXAMINATION

NOV/DEC-2023

DD537- Video, Sound & Cinematography

Time: 3:00 Hours

Max. Marks: 40

Note: All Questions are compulsory.

Attempt Q1 on A3 Drawing sheets provided and Q2, 3 on ruled answer booklet.

- Q.1 Taking the below picture as a reference point, conceive ten shots around it to create a simple story. (Storyboard with all necessary details) [20 Marks] [CO-1,2]



- Q.2 Sound plays a crucial role in editing? True or false? Discuss briefly with examples to support your arguments. (max. 500 words) [10 Marks] [CO-1,2]
- Q.3 Define ANY TWO the following terms and provide an example of films for each:
- i) VFX
 - ii) Image manipulation
 - iii) Non-linear editing

[5+5=10 Marks] [CO-3]

Total No of Pages 01

1st SEMESTER

M.DES.

END - TERM EXAMINATION

NOVEMBER-2023

DD541

Fundamentals of design

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.
Assume suitable missing data, if any.

Q1. Create a visual texture creating an illusion. Explain the process of creating the same and what it depicts. The Size of the composition should be 6inches X 6inches. [20 marks]

Q2. Explain any 4 Gestalts Laws using examples/ compositions and write up of 30-50 words. [2.5X4= 10 marks]

Q3. Define any 4 of the following along with visual compositions as examples.

1. Emphasis
2. Proportion
3. Rhythm
4. Shape
5. Form

[2.5X4= 10 marks]

-END-

Total No of Pages 01

1st SEMESTER

M.DES.

END - TERM EXAMINATION

NOVEMBER-2023

DD543

Form Studies- 1

Time: 03:00 Hours

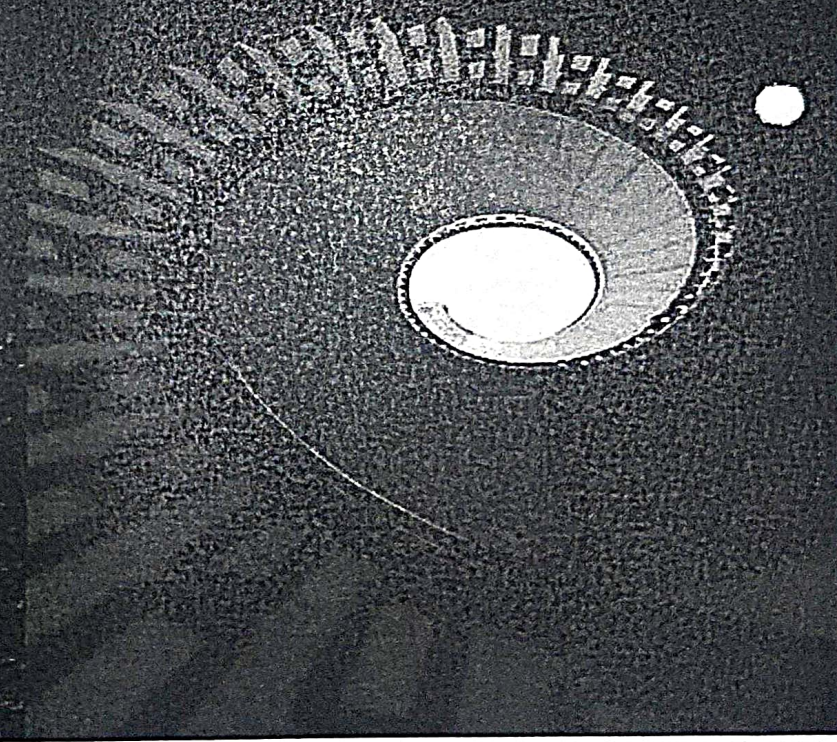
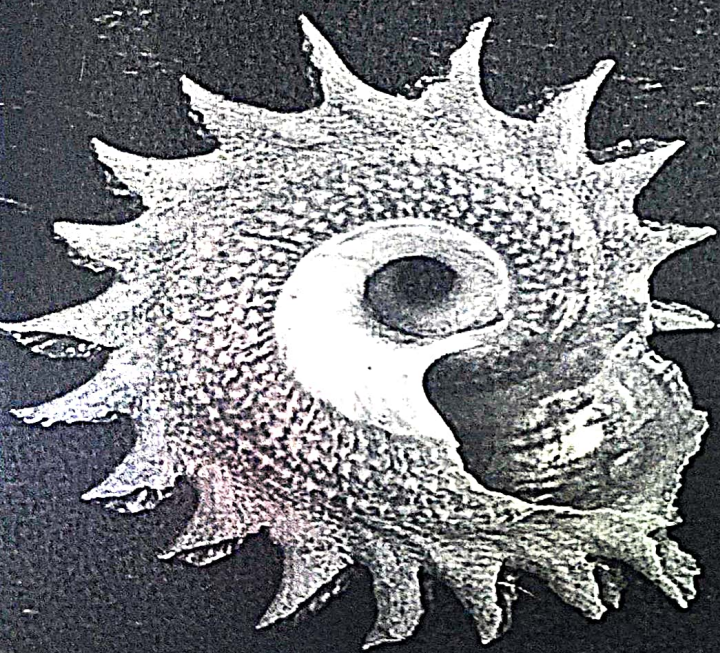
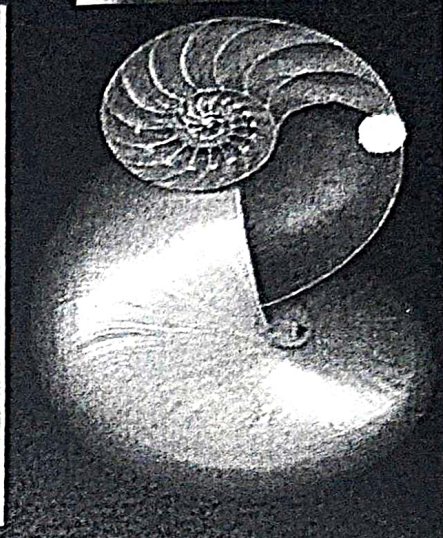
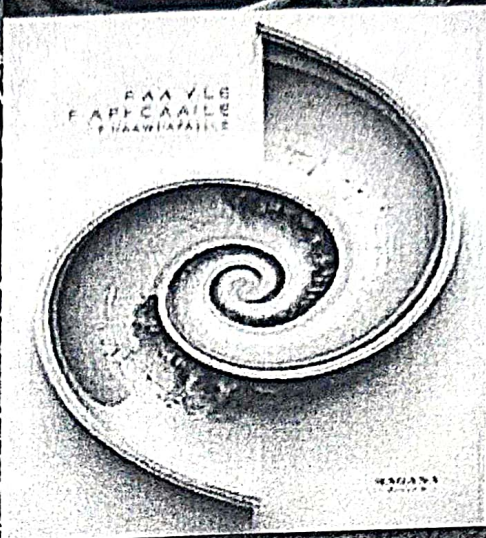
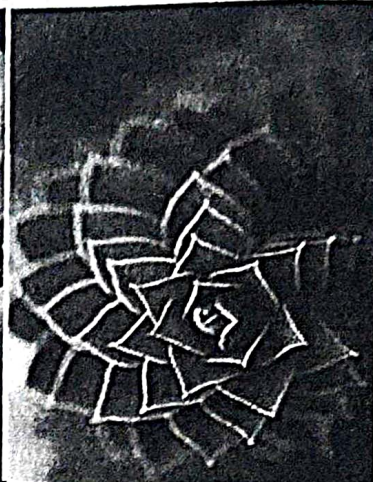
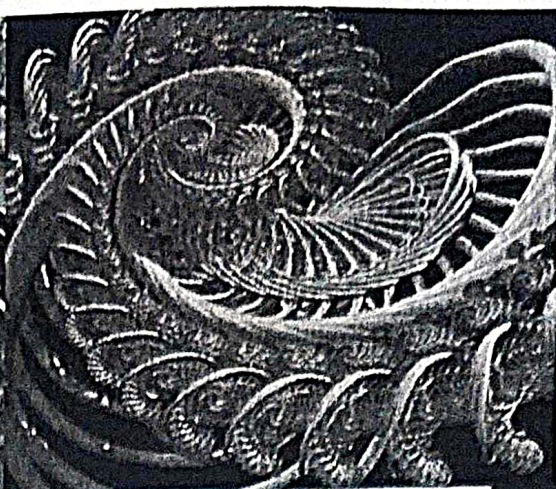
Max. Marks: 40

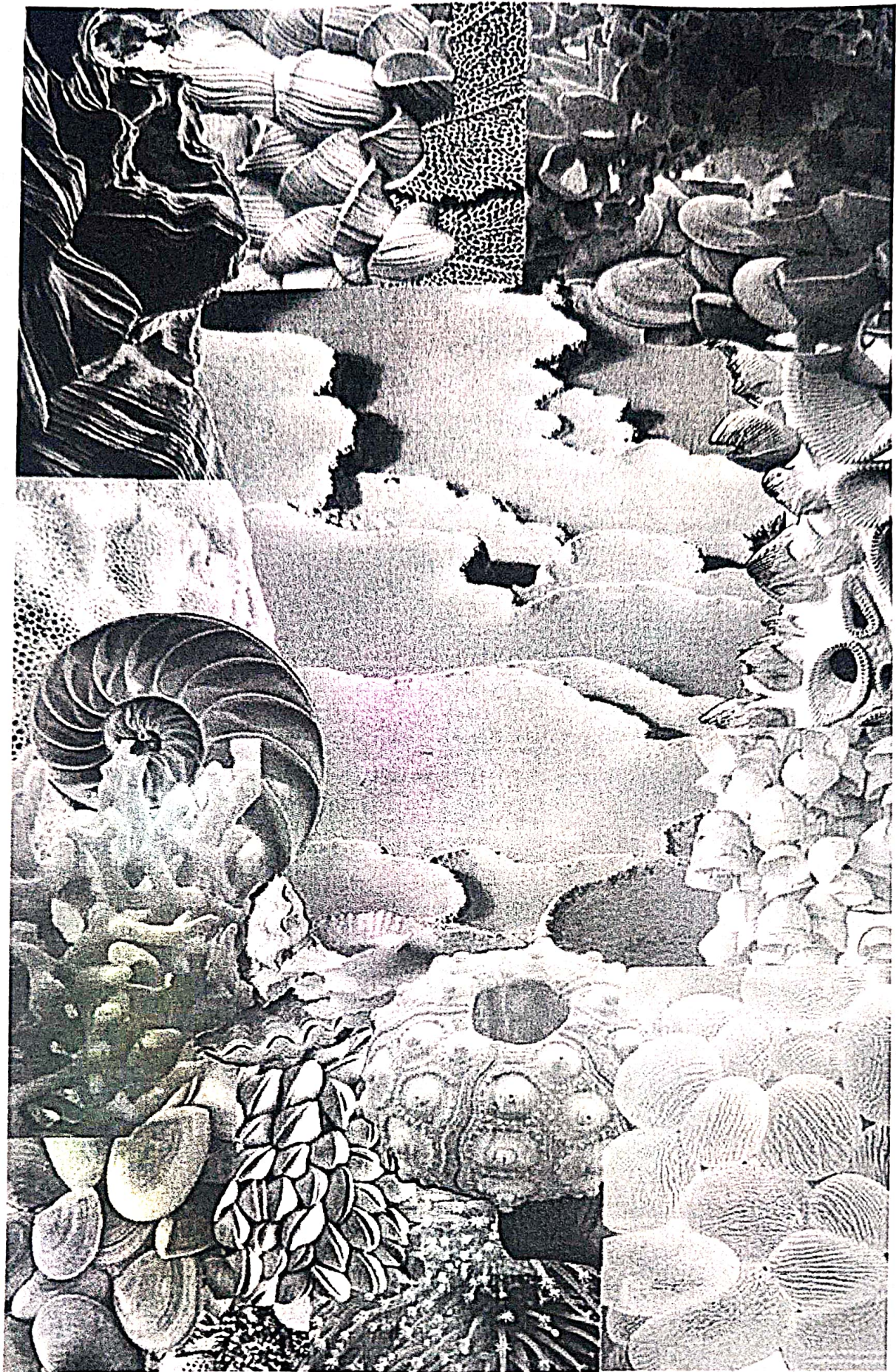
Note: All questions are compulsory.
Assume suitable missing data, if any.

Q1. Sketching can facilitate the kind of transformative thinking that is thought to be necessary for understanding and reinterpreting concepts in creative design. It provides enough support for such transformative thinking. Interior space design considers a wide range of elements, including site circumstances, behavioral and functional linkages, structural form, symbolic significance, and sensory reactions. These elements represent a fundamental concept of design, influencing and being impacted by materials in turn. Material must be the beginning point of the story in the narrative that we create through the design of our environments. Referring to the inspiration board given answer the following questions:

- a) Select any one inspiration board and Design a collection of furniture that would be suitable for a particular space. Define the space also.
[30 marks] [CO04]
- b) What are the materials chosen? Also state the reason why? [5 marks]
[CO03]
- c) What was the design process that you have chosen? [5 marks]
[CO04]

-END-





Total No of Pages: 02

Roll No.....

1st SEMESTER
M.DES.

END TERM EXAMINATION

NOVEMBER-2023

DD 545 Jewellery Design

Time: 3 Hours

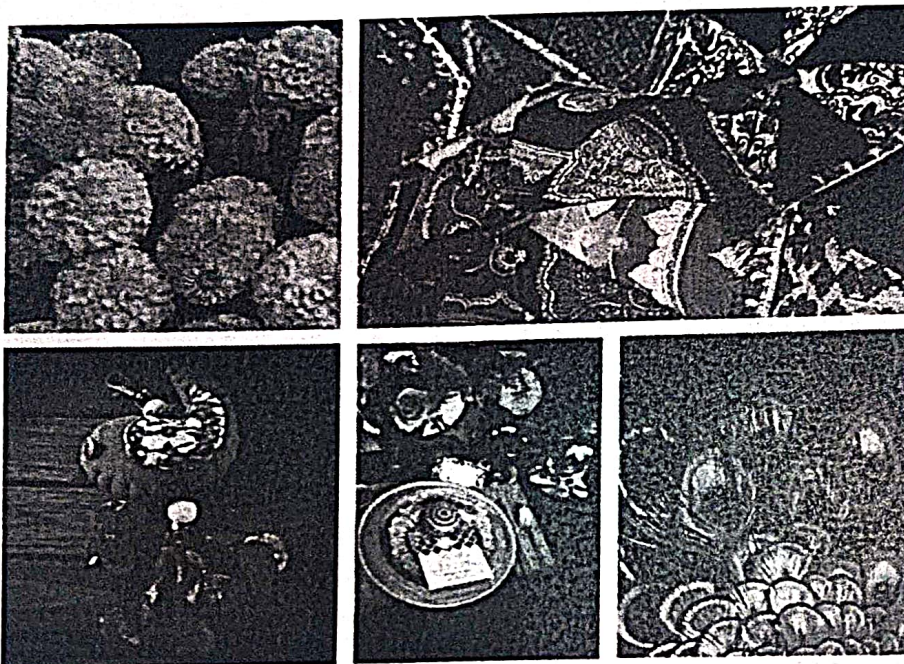
Max. Marks: 40

Note: All questions are compulsory.

All questions carry equal marks.

Assume suitable missing data, if any.

Q 1. Given below are three boards that give specific ideas for accessory / jewellery design.
Access the boards and choose any two to create collections containing [40] [CO 4]
four pieces each



Total No of Pages 01

1st SEMESTER

M.DES.

END - TERM EXAMINATION

NOVEMBER-2023

DD547

EXPLORING MATERIAL
STRUCTURES AND SURFACES

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.
Assume suitable missing data, if any.

Q1. The opportunity to explore materials and discover their potential is constantly evolving. An inquisitive and curious mind is needed to ensure that materials continue to push creative boundaries while still remaining functional. Traditional materials can turn into a source of inspiration by transforming them and exploring their possibilities in the first stage of the design process. Referring to a luxury brand of bags what material would you suggest? Design (render) the collection of minimum 5 pieces with exploration on material done.
[20 marks] [CO03]

Q2. Discuss the design thinking process you have applied to cater to the above question. What are the factors you considered for decision making?
[10 marks] [CO04]

Q3. Answer any two:

- What is the difference between Iron and steel
- What is the difference between Aluminum and brass
- What are the factors that should be consider while exploring a material? What are the properties of a metal that can be explored

[2x5 marks] [CO02]

-END-

Total no. of pages: 01

Roll No:

1st SEMESTER

MDES (Transportation & Service Design)
END SEM EXAMINATION NOV/DEC-2023
DD551- Sketching & Rendering Skills

Time: 3:00 Hours

Max. Marks: 40

Note: In case of attempting digital medium fully or partly (with software of choice), submit in google classroom, Joining code: kaxe2tt

Use of the Internet is allowed only for research/ basic references only.

Use A3 drawing sheets for sketches, idea generations and manual Drawing explorations.

Create your original designs & compositions, No plagiarism/ AI generated/ Stock templates/ Copy work is permitted.

Q.1

Attempt ANY ONE of the following Car themes:

Hatchback

Pickup

Compact

Sport coupe

Van

Create a series of **original drawing explorations** of the chosen type of car design to visualize maximum visual details and information through representational ways such as:

1. Orthographic view/s (Front/side)
2. Perspective view/s
3. Detailed view/s to show special design highlights
4. Exploded view/s of chosen part of car
5. Rendered version/s (to highlight Textures/ material/ light & shade/ Color information)

Note: The medium of visualization can be completely digital/ manual or a mix of both mediums.

[40 Marks] [CO-1]

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Total no. of Pages:01

Roll No.....

1st Semester
M.Des

End Term Examination

Nov/Dec-2023

DD553 Model Making

Total Time: 03 Hours

Max. Marks: 40

Note: Attempt all Questions. All Questions carry equal marks.

Assume any missing data.

1. Explain the design theory applied in your project?
2. How many types of form development in design, explain with Example?
3. What is the difference between concept, technique and pattern with example?
4. What is the difference between collection and range with example?
5. Take any product and do detail costing (BOM, Profit margins, Labour cost, GST, MRP) .

Total no. of Pages: 01

Roll no.....

1st Semester

M.DES Program

END TERM EXAMINATION

Nov/Dec-2023

Course Code: DD555, Computer Aided 3D Modeling

Time: 03:00 Hours

Max Marks: 40

Note: *All Questions are compulsory.

* Students can use their laptop and mobiles for the internet.

Q 1. Make three colorful layouts and one 3D model of the new concept watch or electric cycles use any software.

(Use your imagination and skill)

Q 2. Explain your idea in brief related to question number 1?
250 to 280 Words.

Q 2. Write a brief explanation on different steps involved in creating a 3D model in any software?
180 to 200 Words.

[25+10+5 Marks] [CO-1]

Total No. of Pages : 01

Roll No.....

**III SEMESTER
M.DES.**

END TERM EXAMINATION

Nov/Dec-2023

DD557 Physical and Cognitive Dynamics in Vehicle Design

Time: 03:00 Hours

Max. Marks: 40

Phone and Laptop NOT Allowed during Exam

Attend any four questions.

1. Explain double diamond method in design, why it is important for designers and industries. (10 Marks)
2. How important are Accessibility and usability for a vehicle designer. Explain in details. (10 Marks)
3. Explain Circular Economy for designer. Use example to defend your answer. (10 Marks)
4. Explain your end semester project along with its stakeholders list, Also map its service diagram process. (10 Marks)
5. Explain the designer process for a transportation designer (Creativity Designer). (10 Marks)

Total no. of pages: 01

Roll No.....

3rd Semester

M.Des

Nov./Dec-2023

End Term Examination

DD 601 Organizational Model for Entrepreneurship

Time: 03 Hours

Max. Marks

Note: Attempt any five.
Each consists equal marks(8).

Q1.Can you elaborate on the ROI Model and its pivotal role in fostering business growth?

Q2.Explain the significance of Intellectual Property Rights (IPR) within the industry, providing examples to illustrate its impact.

Q3.What is a Memorandum of Understanding (MOU), and how can its implementation benefit businesses? Share specific examples to support your explanation.

Q4.Could you present innovative business ideas that span the realms of social, corporate, trade, and agriculture? Include a detailed example for each domain.

Q5.Define a Hierarchy Chart in the context of organizational structure, utilizing a relevant business example. Additionally, elucidate two more aspects related to organizational charts or structures that contribute to effective entrepreneurship.

Q6.How can strategic partnerships enhance entrepreneurial ventures, and can you provide a real-world example of a successful partnership?

Q7.In the evolving landscape of entrepreneurship, what role does sustainability play in shaping organizational models? Share an example of a business that has successfully integrated sustainable practices into its core structure.

Total No. of Pages : 01

Roll No.....

III SEMESTER

M.DES.

END TERM EXAMINATION

Nov/Dec-2023

DD613 DESIGN FOR SOCIETY AND SERVICE DESIGN

Time: 03:00 Hours

Max. Marks: 40

Phone and Laptop NOT Allowed during Exam

1. Explain Circular Economy for designer. Use example to defend your answer.
(10 Marks)
2. Explain your end semester project along with its stakeholders list, Also map its service diagram process.
(20 Marks)
3. Why industries are hiring service designer, Define their roles and responsibilities.
(10 Marks)

Total no. of Pages: 01

Roll no.....

MDes SEMESTER III

END TERM EXAMINATION

Nov/Dec-2023

DD623 Strategic Design Management

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.

1. What is Strategic Design and how it helps businesses in Innovation? Give at least 3 examples of such linkages where Strategic Design has helped in Innovation. [20] [CO#1]
2. What is Strategic Design Management and what are the various models which are currently used in businesses? Give at least 3 real life examples with justification for the same. [20] [CO#2]

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NO. OF PAGES: 01

ROLL. NO.....

III SEMESTER
M.DES.

END TERM EXAMINATION
DD 635

NOV-DEC - 2023

ADVANCE ANIMATION AND GAME DESIGN

TIME : 3:00 HOURS

MAX MARKS: 40

NOTE: ATTEMPT ALL QUESTIONS

Q1. Explain the 8 step story circle as described by Dan Harmon

[20 marks]

Q2. Draw the Storyboard for any one of the following:

[20 marks]

a. "Take care of the Earth and she will take care of you".

OR

b. "Forests are the lungs of the land, purifying the air we breathe".

Please describe Visual, Audio, Camera and Time for each frame.

Materials required:
Paper and art materials

END

Total No. of Pages:01

Roll no.....

3rd SEMESTER**M.DES (Transport and Service Design)****END TERM EXAMINATION****NOVEMBER-2023****DD653 Service and Mobility Design**

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.
Assume suitable missing data, if any.

- Q.1 What is automotive designers' role in the society, Comment on automotive sustainability, Ethical Responsibilities of automotive designers. [5 marks]
- Q.2 Establish a relation between people, technology and design. (Graphical representation is expected) [5 marks]

OR

- Explain about any service that used by upper and lower strata of the pyramid and how affective it is. [5 marks]
- Q.3 Perform the experience and impact mapping of your recent journey with the mapping, by using design thinking how can you make it better . [10 Marks]
- Q.4 In the mind keeping the **DELHI** Metro. As a service designer give a brief overview thought about the following.
- A- Different Stakeholders (Hypothetically Perform Stakeholder Analysis)
 - B- Human issues: Digital and Physical Interactions.
 - C- Current Improvement suggestions for Metro service.
 - D- First mile and Last mile connectivity [10 Marks]
- Q.5 Based on the DTU Campus map attached.
- A-Identify the points A, B, C, D, and E. Explain about F.
 - B- Develop a common mobility-based transportation service prioritizing the student's movement of DoD.
 - C- Draw the shortest walking path between points, A, F, and D. [you can use the Desire path terminology of design (Optional) [10 Marks]

END

Total no. of pages: 01

Roll No:

3rd SEMESTER
MDES

END SEM EXAMINATION

NOV/DEC-2023

DD633- Major Campaign Planning & Design

Time: 3:00 Hours

Max. Marks: 40

Note: Use digital medium to design, any software of your choice, and submit one composite pdf file in google classroom, Joining code: cbtcdyc
 Use of the Internet is allowed for research & references only.
 Use Drawing sheets for generating ideas and sketches etc.
 Create your original ideas, designs & compositions, No plagiarism/ AI generated/ Stock templates/ Copy work is permitted.

Q.1 Attempt **ANY ONE** of the following:

- A. A play school is planned to be launched in four major cities of India. It has a daycare, play school and a kindergarten. It is going to prepare the young ones for overall development and for teaching cultural values.

Create an advertising campaign in bilingual language to be released in various media. *Emphasis to be given on ideation, target audience, slogan, copy/content, choice of media and the overall visualization.*

In a paragraph, write about the "AIDDA" related to your topic. (max 250 words)

OR

- B. The street festival for 'Art and Music' is going to happen in February 2024 in Old Delhi. The theme is "Revive"

Create an Advertising campaign for social media to target the Gen Z audience, to inform and excite them about attending the event. *Emphasis should be on ideation, visual story and Promotional strategy while designing the campaign.*

In a paragraph, discuss "VIPS" in relation to your topic. (max 250 words)

[40 Marks] [CO-1,2,3]

Total no. of Pages: 01

Roll no.....

5th SEMESTER

D.Des

END TERM EXAMINATION

Nov-2023

DD901 DESIGN FOR ALL

Time: 03:00 Hours

Max. Marks: 40

Note : Assume suitable missing data, if any.

All question are compulsory

One A3 sheet and answer book is required

- Q.1 Discuss the significance of human Universal design in the context of public space and explain how incorporating UD can enhance the overall design experience. (Word limit: 200 words)
[10 Marks][CO#1]
- Q.2 Define the concept of "design for all" and illustrate it with an example. Elaborate on the idea that design for all aims to create products, environments, or systems that are accessible and usable by people of diverse abilities, ages, and backgrounds. Support the explanation with a specific instance where a design has successfully catered to a broad range of users, fostering inclusivity and ensuring a positive user experience for everyone.
[10 Marks][CO#2]
- Q.3 Explain types of needs and its importance of recognizing them within the framework of inclusivity. Explain prioritization of needs.
[10 Marks][CO#3]
- Q.4 Assume a scenario where the challenges are at their most severe, and propose solutions to address these extreme circumstances in the context of universal design. (use A3 sheet)
[10 Marks][CO#4]