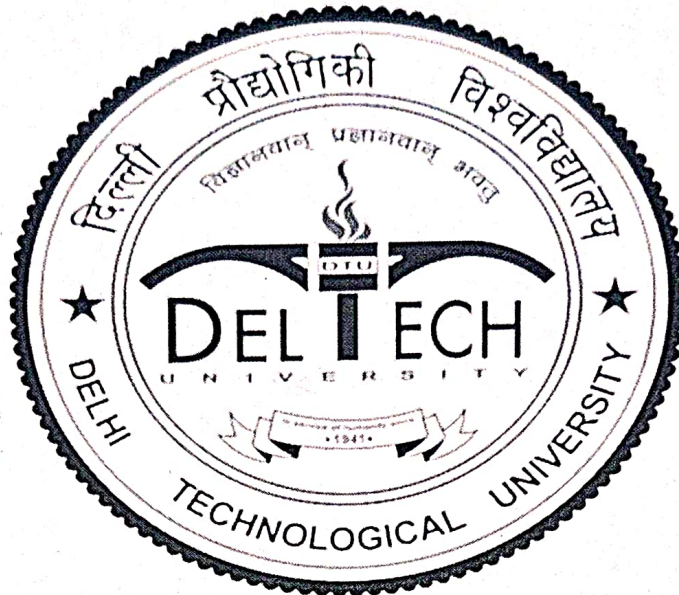


**QUESTION PAPERS FOR END TERM THEORY  
EXAMINATIONS  
November/ December-2024**



**M.Tech., MTPT, M.Sc., MBA, EMBA, M.Des.,  
MBA (USME), B.Sc. /M.Sc. Integrated  
1<sup>st</sup>, 3<sup>rd</sup> & 5<sup>th</sup> SEMESTER**

Total no. of Pages: 01

Roll no.....

1st SEMESTER

M.Dea.

END TERM EXAMINATION

Nov-2024

DD511 Digital Representation Techniques

Time: 03:00 Hours

Max. Marks: 40

Note : Use of Computers and Internet is allowed for Research.  
Attempt the Ques on A3 Drawing sheet provided.  
Use color if required.

Q.1 Attempt Any Five questions from the following:

- List and briefly explain any three key elements of Set Design.
- Why is Character Design important in storytelling? Mention 3 specific ways it contributes.
- Define Balance and Proportion in design. Use a simple example to illustrate each.
- What makes an infographic effective? List and briefly explain three essential components.
- Explain with an example how Contrast can enhance a design.
- How is Illustration different from Graphic Design? Provide examples to support your answer.

[5x4=20 Marks][CO1,2,3,4,5][BTL2,3,5]

Q.2 Attempt Any Two questions from the following:

- Character Creation:** Design a character based on an element from nature (e.g., fire, water, wind, or earth). Your character should embody the chosen element visually. Sketch the character and label three key design features that represent the element. Briefly explain how these features relate to the character's personality or role.

b) **Infographic Design:** Design an infographic showcasing 3 quick and healthy snack ideas. Use icons, colors, and creative labels to make each snack stand out. Use the following data:

*Quick and Healthy Snack Ideas:*

- Apple & Peanut Butter
  - Why: High in fiber and protein, keeps you full longer.
  - Fun Tip: Try adding a sprinkle of cinnamon for extra flavor!
- Greek Yogurt & Berries
  - Why: Packed with probiotics, antioxidants, and a good source of calcium.
  - Fun Tip: Mix with a handful of granola for a crunchy twist.
- Hummus & Carrot Sticks
  - Why: Hummus provides protein, while carrots add fiber and vitamins.
  - Fun Tip: Swap carrots for celery or cucumber for variety!

c) **Quote Art:** Pick a favorite quote and make it visually powerful! Use design tricks like Contrast, Balance, or Emphasis to bring out its meaning. Add a quick note on why you chose certain colors, fonts, and layout to match the vibe.

[2x10=20 Marks][CO3,4,5][BTL3,5,6]

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Total no. of Pages: 01

Roll no.....

1st SEMESTER

HDor.

END TERM EXAMINATION

Nov-2024

DD513 Narrative Building

Time: 03:00 Hours

Max. Marks: 40

Note : Assume suitable missing data, if any.  
Use drawings & sketches to illustrate wherever applicable.

Q.1 Based on the projects you have worked on in class (Sound Narrative/ Visual Narrative), answer Any two of the following:

A) What were the key challenges specific to the medium (sound or visual) in developing your narrative?

"The medium is the message." – Marshall McLuhan.  
Discuss the challenges specific to your chosen medium (sound or visual) in building your narrative. What efforts did you make to overcome these challenges, the possible solutions you explored, and the lessons learned for future narrative-building projects?

B) How does the interplay between fact and value (emotion) influence narrative-building?

"The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well." – Ralph Waldo Emerson.  
Explore how fact vs. value (emotion) plays out in the process of narrative-building. Why is human emotion and empathy essential in shaping the experience of the protagonist or user? Discuss how these elements were executed and achieved in your project to ensure an emotionally resonant outcome.

C) Share your personal insights, formulas, and key takeaways from the sound and visual narratives created in class.

"We do not remember days, we remember moments." – Cesare Pavese.

Reflect on your personal understanding of narrative construction in sound and visuals, focusing on the techniques, approaches, and insights that you've gained. How will these inform your future projects and shape your approach to narrative design moving forward?

[10x2=20 Marks][CO3,4,5][BTL5,6]

Q.2 As a lead experience designer, you are tasked with presenting an initial pitch and ideas for an upcoming project in Any One of the following subject areas:

- A) Suicide prevention in teens
- B) How social media can benefit communities
- C) Fundraising campaign for a non-profit organization focused on feeding the needy

What key emotional elements would you include in your pitch to effectively engage your fellow designers and motivate them to begin research and explore initial leads? Consider how you would frame the project to inspire empathy and understanding. What relevant questions would you pose to steer the team's focus, and what proposed plans and goals would you set to kickstart the brainstorming sessions?

Additionally, how would you recommend balancing factual accuracy with emotional resonance in the project's narrative and voice? What strategies would you use to ensure that the voice of the project aligns with its core mission, balancing the emotional impact with necessary information? Use sketches, mind maps, or diagrams to illustrate and support your points.

[20 Marks][CO3,4,5][BTL5,6]

Total no. of Pages: 2

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Roll no.....

1<sup>st</sup> SEMESTER

**B.Tech./B.Des./BBA/BAE/MAE/M.Sc./M.Des./M.Tech./MBA/EMBA/MBA(BA)  
Ph.D/ B.Tech. (Eve)**

**END TERM EXAMINATION**

**Nov-2024**

**COURSE CODE : DD 515**

**COURSE TITLE : User Centred Design (UCD)**

**Time: 03:00 Hours**

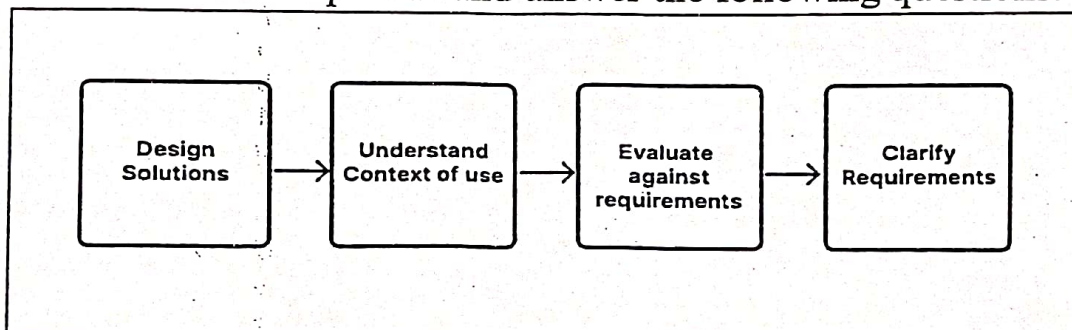
**Max. Marks: 40**

**Note : Assume suitable missing data, if any.**

- Q.1 Although Divergent thinking is an essential part of brainstorming ideas, convergent thinking is required to reach a solution. Using this information answer the following questions:-
- What is divergent and convergent thinking?  
Explain with an example and a diagram.
  - What is brainstorming?
  - Give an example of this process being implemented in real life.
- [10M][CO1][BTL1,3]

Q.2 Attempt any ONE of these 2 questions:

- a. Look at the below picture and answer the following questions:-



- Write the correct and logical sequence of this process
- Explain the implementation of this process using an example.



OR

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- b. Innovation has been defined as “a good idea executed well”. Too much emphasis is given on the first half of that preposition. Even with a great idea, poor execution will fail the product.

Ideas fail because people demand more than reliable performance in an acceptable package. The components of a product need to come together to create a great experience.

Now, design a product and explain the steps you would take to ensure that the idea is executed effectively.

[10M][CO4][BTL2,5,6]

- Q.3 Explain different methods of data collection.

[7M][CO3][BTL1,3]

- Q.5 How would you define Usability Testing? When is it typically conducted ? and What are the common techniques used in this process?

[8M][CO4][BTL1,3,4]



Total no. of Pages: 01

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1<sup>st</sup> SEMESTER

M.Des

Roll no.....

**END TERM EXAMINATION**

**Nov-2024**

**DD521 Representation Techniques**

**Time: 03:00 Hours**

**Max. Marks: 40**

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

Q1. Imagine and illustrate a furniture product using two-point perspective. Be sure to show the correct vanishing points and angles. 15 marks

Q2. Illustrate the proportional difference between a hand and an earphone from any perspective or posture. Focus on scale and relative size. 15 marks

Q3. a) Draw and render a spherical metal surface using any medium (e.g., marker, pencil, pastel, etc.). 10 marks

Or

b) Draw and render a cylindrical glass surface using any medium (e.g., marker, pencil, pastel, etc.).

-----End-----



MS 2

END TERM EXAMINATION

NOV-2024

COURSE CODE: DD525

COURSE TITLE: MATERIAL AND PROCESS FOR DESIGNER

Time: 03:00 Hours

Max. Marks: 40

Marks

Note: Assume suitable missing data, if any.  
All questions have equal marks.  
Answer any four questions.  
Question 1 is compulsory.

Q1. Sketch and label various components of a lounge chair. Suggest what materials would you select for different parts /components of the lounge chair giving reasons. Also, explain the manufacturing processes you will select for the lounge chair. [10 marks]

Q2. Explain any two of the following casting processes in detail with the help of sketches:

i. Sand Casting

ii. Plaster Mould Casting

iii. Investment Casting (Lost wax casting)

iv. Shell Moulding

v. Die Casting

[2\*5=10 Marks]

Q3. Explain any two types of materials from the below-mentioned list, explaining their properties and applications:

i. PET (polyethylene terephthalate)

ii. Stainless Steel

iii. High Speed Steel

v. Aluminium

vi. Titanium

[2\*5=10 Marks]

Q4. For the below mentioned sheet metal forming processes explain any two processes:

i. Curling.

ii. Hydroforming.

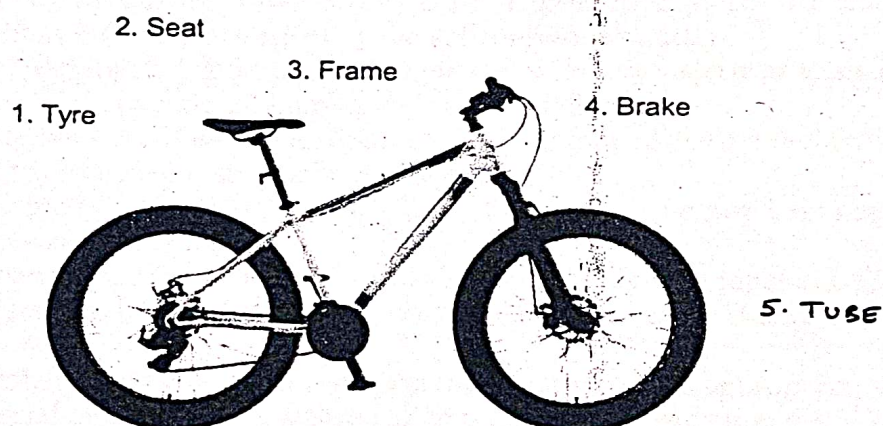
iii. Deep drawing.

iv. Spinning.

[2\*5=10 Marks]

OR

Q5. With reference to the image below, explain in detail what materials you would select and why for the parts labelled 1 to 5? [10 marks]



-END-



Total no. of Pages: 01

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Roll no.....

**1<sup>st</sup> SEMESTER M.Des**

**END TERM EXAMINATION**

**Nov-Dec 2024**

**COURSE CODE: DD531**

**COURSE TITLE: Visual Culture and Media Practices**

**Time: 3 Hrs**

**Max. Marks: 40**

**Note: Make suitable assumptions wherever necessary. Use of Computers and Internet is NOT ALLOWED**

**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. Consider the following Scenario:** You are tasked with creating a movie poster for a fictional film that is inspired by a cultural movement from history. The poster must reflect the essence of the chosen movement, incorporating visual and thematic elements that resonate with its time, values, and aesthetics.

Choose one of the following cultural movements:

- a) **Surrealism:** A psychological thriller titled "*Dreamscapes Unveiled*" explores the blurred lines between dreams and reality in a world governed by the subconscious mind.
- b) **Postmodernism:** A quirky mystery film titled "*Fragments of Reality*" deconstructs storytelling with multiple perspectives, unconventional humor, and fragmented visuals.
- c) **Minimalism:** A meditative film titled "*Quiet Spaces*" delves into the life of a reclusive artist who discovers profound truths through simplicity and silence.
- d) **Pop Art:** A satirical comedy titled "*The Color of Fame*" follows a rising pop icon navigating the glitz and chaos of a consumer-driven world.
- e) **Abstract Art:** An experimental drama titled "*Beyond Form*" explores the inner emotional landscapes of its characters through abstract shapes, colors, and non-linear narratives.

Q2 a) Explore the visual theme and concept for the poster design(including appropriate fonts, colors, imagery etc). In brief also explain how these align with your art movement. **[5 Marks]**

Q2 b) Design the final Poster on an A3 sheet including all relevant details. **[20 Marks]**

Q2 c) Explain the salient features of the chosen art movement. Explain how your poster design captures the essence of the same. **[5 Marks]**



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**1<sup>st</sup> SEMESTER M.Des**

**END TERM EXAMINATION**

**Nov-Dec 2024**

**COURSE CODE: DD533**

**COURSE TITLE: Communication Design Fundamentals**

**Time: 3Hrs**

**Max. Marks: 40**

**Note: Make suitable assumptions where necessary. Use of Computers and Internet is ALLOWED**

**Q1. Scenario:**

You have been approached by a global organization to design a **multi-platform communication campaign** for a social initiative focused on the following topics:

1. Promoting sustainable urban living.
2. Encouraging mental health support and acceptance in society.
3. Advocating for healthy lifestyle and eating habits.

The campaign must effectively communicate the core message across three platforms: print media, digital media, and outdoor advertising.

---

**a) Create a Concept Board/ Mood Board [20][CO1]**

Develop a comprehensive concept board/ mood board (minimum A2 size) that includes:

A central theme or tagline that ties the campaign together across platforms.

Visual elements (color palette, typography, imagery, layout, structure etc.) that ensure cohesion and adaptability.

**b) Make sample designs for any 2 platforms [20][CO2]**

A poster for print media

A social media ad for digital platforms

A billboard/ hoarding for outdoor advertisement

Total no. of Pages: 01

1st SEMESTER

Roll no.....

ALBA

END TERM EXAMINATION

Nov-2024

DD535 Image Fabrication & Visualization

Time: 03:00 Hours

Max. Marks: 40

Note : Assume suitable missing data, if any.  
Use drawings & sketches to illustrate wherever applicable.

Q.1 Based on the projects you have worked on in class (Hybrid photography/ Visualization through Zine), answer Any two of the following:

A) What were the key challenges specific to the medium (hybrid photography/ Zine) in developing your visual language?  
"The medium is the message." – Marshall McLuhan.  
Discuss the challenges specific to your chosen medium (photography with physical intervention or visualization through Zine) in building your visual landscape. What efforts did you make to overcome these challenges, the possible solutions you explored, and the lessons learned for future image-building projects?

B) How does the interplay between factual information and value (emotions) influence visual-narrative-building?  
"The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well." – Ralph Waldo Emerson.  
Explore how fact vs. value (emotions) plays out in the process of visual-narrative-building. Why is human emotion and empathy essential in shaping the experience of the protagonist or user? Discuss how these elements were executed and achieved in your project to ensure an emotionally resonant outcome through carefully crafted/ produced visuals.

C) Share your personal insights, formulas, and key takeaways from the hybrid photography OR visual narratives created through zine in class.

"We do not remember days, we remember moments." – Cesare Pavese.  
Reflect on your personal understanding of visual construction in your undertakings, focusing on the techniques, approaches, and insights that you've gained. How will these inform your future projects and shape your approach to image building sensitization and visualization-voice moving forward?

[10x2=20 Marks][CO3,4,5][BTL5,6]

Q.2 As a lead visual designer, you are tasked with presenting an initial pitch and ideas for an upcoming project in Any One of the following subject areas:

- A) Suicide prevention in teens
- B) How social media can benefit communities
- C) Fundraising campaign for a non-profit organization focused on feeding the needy

What **key emotional charged visual elements** would you include in your pitch to effectively engage your fellow designers and motivate them to begin research and explore initial leads? Consider how you would frame the project to inspire **empathy** and understanding. What **relevant questions** would you pose to steer the team's focus, and what **proposed plans and goals** would you set to kickstart the brainstorming sessions?

Additionally, how would you **recommend** balancing visual accuracy with emotional resonance in the project's visualization and voice? What **strategies** would you use to ensure that the visual-voice of the project aligns with its core mission, balancing the emotional impact with necessary information? Use **sketches, mind maps, or diagrams** to illustrate and support your points.

[20 Marks][CO3,4,5][BTL5,6]



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Total No of Pages 01

1<sup>st</sup> SEMESTER

M.DES.

END - TERM EXAMINATION

NOVEMBER-2024

DD541

**Fundamentals of Design**

Time: 03:00 Hours

Max. Marks: 40

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

You've been approached to design the brand identity for a new accessory called "lunaMoon," which specializes in eco-friendly, luxury bags made in upcycled materials and hand done elements. The brand aims to cater to a mid-end market that values both elegance and environmental responsibility.

- How would you design a logo, visiting card and few elements that would be incorporated in the upcoming retail store that will become part of their brand identity.
- Discuss about the color palette, and overall aesthetic that reflects sophistication while emphasizing the sustainable and ethical nature of the brand?
- How would you incorporate visual elements that convey both the luxury and eco-conscious aspects of the product line? [30 marks]

A. Develop a Motif and create a pattern that shows  $\frac{3}{4}$  Drop Repeat. The motif should be 2" X 2". The developed pattern should at least be 6" X 6".

OR

[10 marks]

B. Explain any 2 in approximately 50-100 words along with an example/position.

5. Law of similarity
6. Law of closure
7. Law of Figure and ground
8. Law of Proximity

[10 marks]

— END —



Total No. of Pages 01

MSF

Roll no.....

**I SEMESTER  
M.DES**

**END TERM EXAMINATION**

**November-2024**

**COURSE CODE – DD 545**

**COURSE TITLE- Jewellery Design**

**Time: 3:00 Hours**

**Max. Marks : 40**

**Note :** All question are compulsory.  
All questions carry equal marks.  
Assume suitable missing data, if any.

Q.1 Jewellery inspires emotions and vice versa based on your research and experience elaborate on the expression in 500 words. Explaining how it can lead to better designs. [marks 10]

Q.2 Use sketches to explain the concept of minimal jewellery ( Min 03) [marks 10]

Q.3 The sacred thread of Hindu marriage, Mangal Sutra, recently made headlines for its alleged appropriation by fashion designer Sabyasachi. Although the design was changed to a certain extent the essence of the piece was not lost. Design a collection of wearable devices that are inspired by the mangalsutra. Identify the motifs used and write a summary defining the redesign. Keeping intact the traditional values. [marks 20]

OR

Q.4 In 2010 IBM designed set of smart jewellery that was essentially a cell phone divided into various parts. Although the design fulfilled purpose of cell phone it lost the aesthetic value. Reimagine and Redesign the same according to a culture of your choice. Explaining the placement of various parts like speakers microphone Bluetooth etc in various motifs that are further designed into jewellery pieces. Write a small summary of the culture and values. [marks 20]

**END**



Total No. of Pages:01

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Roll no.....

I SEMESTER  
M.DES

END TERM EXAMINATION  
COURSE CODE: DD601  
model for Entrepreneurship  
Time: 03:00 Hours

NOV-2024  
COURSE TITLE: Organizational

Max. Marks: 40 MARKS

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

- Q 1. Why do the majority of startups fail? What are the various reasons for this, and what common mistakes are made by startups? [5 Marks]
- Q 2. What is evidence-based entrepreneurship? Suppose you need to improve the air quality index of Delhi and are starting an entrepreneurial venture. What would your conceptual solution be, and how would you apply the principles of evidence-based entrepreneurship? Additionally, create a Business Model Canvas for your idea and explain each aspect in detail. [15 marks]
- Q 3. What are the different types of intellectual property (IP) that can be filed in India? Considering your entrepreneurship class project, justify the novelty of your solution or concept and explain which type of IP you would apply for and why. [10 marks]
- Q 4. What are the different types of companies an entrepreneur can register under the Companies Act 2013? Additionally, explain the types of companies based on size. Considering your entrepreneurship project, if given the chance to register your company, which type would you choose, and why? [10 marks]

-END-



Total no. of Pages: 5

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Roll no.....

### III SEMESTER

M. Des

## END TERM EXAMINATION

Nov 2024

COURSE CODE – DD 613

COURSE TITLE Design for Society and Service Design

Time: 03:00 Hours

Max. Marks: 40

Note: No references/ Internet/ Laptops/ Phones are allowed.  
Assume suitable missing data, if any.  
Material: 01 ruled answer sheet

Q1 Define service design and explain its importance in modern society. Provide examples to illustrate its role in enhancing user experience. 5

Q2 Discuss the design thinking principles and explain how they can be applied to solve a societal issue of your choice. 5

Q3 What is systems thinking in service design? Explain with an example how systems thinking can improve a public service. 5

Q4 Describe “designing for the bottom of the pyramid.” Why is it important, and what are some key challenges designers face in this context? 5

Q5 Explain the role of stakeholder analysis in service design. Describe a case where understanding stakeholders helped shape a successful design solution. 10

Q6 Discuss ethical considerations in design. Provide examples of two scenarios where ethical dilemmas might arise, and explain how you would address them as a designer. 10

OR

Q7 Describe a service design project of your choice, real or hypothetical, that demonstrates the application of design thinking principles. Outline the steps from empathizing with the user to prototyping and testing the solution. 10

END



1760

Total no. of Pages: 1

Roll no.....

**MDes\_SEMESTER\_III**

**END TERM EXAMINATION**

**Nov -2024**

**DD623 Strategic Design Management**

**Time: 03:00 Hours**

**Max. Marks: 40**

**Note: All questions are compulsory.**

1. What is Strategic Design Management? Please enumerate an example with justification. [15]
2. How can incorporation of Strategic Design Management within an organisation help it in its long-term vision of the organisation's success? [15]
3. What is Strategic Design? How can practice of Strategic Design help an organisation achieve its goals? [10]

**END**



Total no. of Pages: 01

Roll no.....

3rd SEMESTER

Box

END TERM EXAMINATION

Nov-2024

DD633 Major Campaign Planning & Design

Time: 03:00 Hours

Max. Marks: 40

Note : All questions carry equal marks.  
Use of Computers/laptops and coloured pens is allowed.  
Rough sheets will be provided to you for sketches.

Attempt ANY TWO of the following questions.

Q.1

- A) "Good design, at least part of the time, includes the criterion of being direct in relation to the problem in hand- not obscure, trendy or stylish. A new language, visual or verbal, must be couched in a language that is already understood." Ivan Chermayeff

Based on the above statement attempt Any one of the following exercises:

- i) Design packaging for a single type of shaving cream for men, women and in a gender neutral fashion. All three packaging ideas must be systematic, conveying via your design choices that they are a cohesive line of products. (Illustrate your brainstorming-feel free to choose a sustainable option for your product than the normal dispenser.)

OR

- ii) Convey how your shaving cream concepts could be sold in a point-of-purchase display or on the shelf of a local chemist. How could you have your product appeal to both men or women.

[20 Marks][CO3,4,5][BTL5,6]

- B) "The secret of all effective advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships." Leo Burnett.

Based on the above statement attempt Any one of the following exercises:

- i) Shoot a photograph of an item that you carry with you throughout the day, then design three print ads showing that product in three different ways: positive, negative and metaphorical. Be sure to pre plan your ads in sketch form before moving into execution.

OR

- ii) Make a storyboard for a TV ad adapted from a concept you create to sell your favorite item you carry daily.

[20 Marks][CO3,4,5][BTL5,6]

- C) "As far as I'm concerned, all design is storytelling. Brochures and books tell stories in a very familiar way; they have covers, chapters and pages...even logos tell moral tales. Thinking of design as an act of storytelling may help you focus your choices as you work." Christopher Simmons

Based on the above statement attempt the following exercise:

Sketch out a 10-12 panel storyboard for a book geared toward children ages three-seven.

After brainstorming, summarize the arc of a story in a sentence, create rough sketches of the visual direction to show how the story would play out over 20-24 pages and then tease out a moral if you can.

[20 Marks][CO3,4,5][BTL5,6]

461



Total No. of Pages 2

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Roll no.....

**3<sup>rd</sup> SEMESTER**

**M.DES (Transport and Service Design)**

**END- TERM EXAMINATION**

**November-2023**

**COURSE CODE: DD 635 COURSE TITLE: Service and Mobility Design**

**Time: 3:00 Hours**

**Max. Marks: 40**

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

Q.1 What are the characteristics of a good service design? [10 Marks]

**OR**

What do you need to deliver an ideal Service?

Q.2 Comment: Does mobility design require urban planning? Explain with reason.

**OR**

Impact Mapping or Experience mapping on 'BHARAT MANDAPAM' in Delhi. [10 Marks]

Q.3 In the mind keeping the Indian Railways. As a service designer, give a brief overview of the following.

- A- Different Stakeholders of Indian Railways.
- B- Human issues: Digital and Physical Interactions.
- C- Current Improvement suggestions for railway service.
- D- Create the hypothetical user persona. [10 Marks]

**OR**

Based on the DTU Campus, sketch a map and assume points in part A.

- A-Identify the points A, B, C, D, and E. Explain about F.
- B-Develop a standard 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)]



Q4- Define first and last-mile mobility and service design in the mobility of the goods. 463  
[5 Marks]

OR

What is the automotive designers' role in society? Comment on automotive sustainability and ethical Responsibilities of automotive designers.

Q5- Discuss the role of service design in mobility design and how service design improves user life and sociotechnoeconomic life goals. [5 Marks]

OR

Establish a relationship between people, technology and design. (Graphical representation is expected)

END



46.4

Total no. of Pages: 01

Roll no.....

3rd SEMESTER

**M.Des.**

**END TERM EXAMINATION**

**Nov-2024**

**DD635 Advanced Animation and Game Design**

Time: 03:00 Hours

Max. Marks: 40

**Note :** All questions carry equal marks.

Assume suitable missing data, if any.

Use drawings & sketches to illustrate wherever applicable.

Q.1 Discuss in detail about your final submission animation film project for the course. Elaborate on your research, storyline, design process (colours/texture/sound/pace/character of the film), critical reasoning and execution of your project?

[20 Marks][CO3,4,5][BTL5,6]

Q.2

A) Discuss in detail any one animation film by William Kentridge, elaborate on his technique, style and content of the film?

OR

B) Discuss in detail any one contemporary animation film of your choice, elaborate on the technique, style and content of the film?

[10 Marks][CO2,3][BTL3,4]

Q.3

A) Discuss the work of any women animation film maker from India or abroad. Elaborate on her technique, style and content of the film?

OR

B) Discuss in detail the evolving alternative/experimental animation art practices. Support your answer with relevant examples?

[10 Marks][CO1,2][BTL2,4]



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Total No. of Pages: 01

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III SEMESTER  
M.DES

END TERM EXAMINATION

NOV-2024

COURSE CODE: DD643

COURSE TITLE: EXPERIENCE DESIGN

Time: 03:00 Hours

Max. Marks: 40 Marks

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

Q1. Discuss the role of *emotion* in experience design. How can designers create experiences that evoke specific emotions in users? Provide examples.

OR

Q2. Differentiate between *User Interface (UI) Design* and *User Experience (UX) Design*.

[10 marks]

Q3. Case Study: An innovative lifestyle accessory brand specializing in witty kitchenware and table-top items wants to create a more immersive experience in its physical stores to make shopping enjoyable and memorable. Additionally, the brand aims to redesign its online shopping platform to deliver a more personalized and engaging user experience.

- Outline the steps you would take to analyse the current in-store experience and identify improvement areas.
- Propose design solutions integrating digital touchpoints within the store to enhance the customer experience (e.g., AR mirrors, smart fitting areas).
- Discuss three design elements that contribute to its user experience
- With the help of creative visual references/illustrations explain the point a-d

[30 marks]

-END-