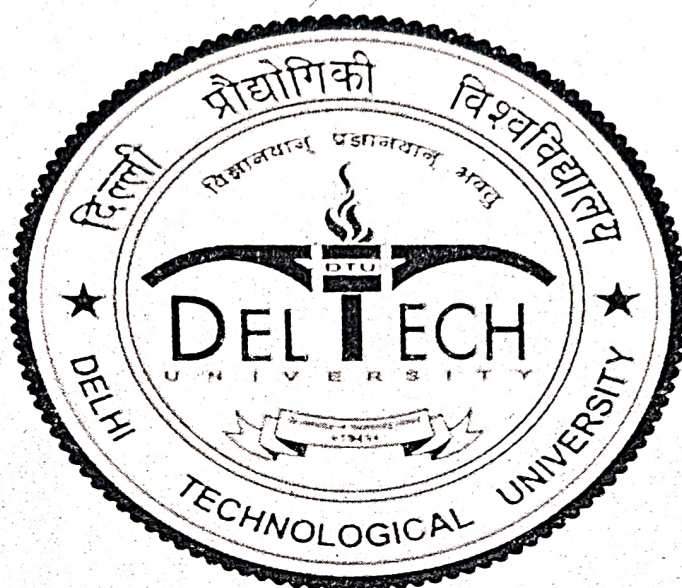


**QUESTION PAPERS FOR END TERM THEORY
EXAMINATIONS**

November/ December-2022



**B.Tech, B.Tech (Evening), B.Design,
1st, 3rd, 5th & 7th SEMESTER**

Total no. of Pages:1

1st SEMESTER

B.Des

Roll no.....

END TERM EXAMINATION

Nov/Dec-2022

COURSE CODE: DD101 COURSE TITLE: World of Design

Time: 03:00 Hours

Max. Marks: 40

Note: Use diagrams/ illustrations to explain your arguments visually. Answer to the point and within the word limit. Crossing over the word limit will be penalized.

Q.1 Attempt any 2

a) Think of an instance/product/design where a lack of Empathy creates problems for everyone. Illustrate the problem and also suggest ways in which this problem could be solved/minimized by being empathetic. [100 words] [10][CO1]

b) From your experience or study, think of a product where a material causes a certain problem. Suggest a new design with a new material to mitigate this problem. [100 words] [10][CO1]

c) What do you understand by the word 'Culture'? Explain how Culture affects the design of a product, through an example. [100 words] [10][CO1]

Q.2 Explain how Industrial Revolution changed Society and Culture. [100 words] [10][CO1]

Q.3 As per your understanding, comment upon any two- [10][CO1]

a) Roles and Responsibilities of a designer in-Society [60 words]

b) Qualities needed to be a good designer (specific to your chosen field) [60 words]

c) Your definition of Success as a designer. [60 words]

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2

Total No. of Pages: 01

1st Semester
BDES

Roll No.....

END TERM EXAMINATION

Nov Dec-2022

DD103 Sketching 2D/3D & Rendering

Time:3:00 Hours

Max Marks: 40

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

Q.1 Attempt any two of the following questions:

- a) Human figure at rest and in motion.
- b) Street scene showing a 2-point perspective.
- c) Sketch a household product from any two views.
- d) An artwork using positive-negative space.

[10+10 Marks] [CO-1]

Q.2 Draw a comic strip taking inspiration from your happy experiences of college life at DTU. Use text information, dialogues, and visual effects to narrate the scenes.

Note:

Dimension: Use full A3 sheet, Min. of 6 panels.

Color : Any color/medium

[20 Marks] [CO-1]

END TERM EXAMINATION

Nov/Dec-2022

DD107 Tinkering Studio

Time: 03:00 Hours

Max. Marks: 40

Note: All questions carry equal marks.

All questions are compulsory.

- Q.1 Explain Damien Newman's Process of Design Squiggle and how this approach can produce radical solutions. (5 Marks)
- Q2. Explain the Product Life cycle of (i) Walkman (ii) Pager. (5 Marks)
- Q3. Based on your classroom assignment, "shoot the time-lapse video of the act of assembling and disassembling", pick those two products and make a write-up; the write-up should include 5 (Ws) 1-Who 2-What 3-When 4- Where 5- Why? (10 Marks)
- Q4. Explain the product's fuzzy front/back end and categories with a suitable example. (10 Marks)
- Q5. Explain the following terms- (10 Marks)
- (i) Product Evolution
 - (ii) Tinkering
 - (iii) Innovation vs Invention
 - (iv) Role of Ideation in design process

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Total No. of Pages: 01

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Roll No.....

1st Semester
B.DES Program

END TERM EXAMINATION

Nov-Dec-2022

DD109 Computer Graphics 2D

Time: 3:00 Hours

Max Marks: 40

Note: All Questions are compulsory.
Use of Computer and Internet is allowed.
Assume suitable missing data, if any.

Q.1

- a) Design a vector logo on any one of the themes mentioned below:
using Adobe Illustrator:
Smartwatch company
Footwears
Interior design firm
Color: Max. three colors
Size: 500px by 500px [15 Marks] [CO-1]
- b) Write a concept note on the design you have created. (Max. 250 words) [5 Marks] [CO-1]

Q.2 Attempt any one of the following:

- a) Design a website landing page (size 1600 pixels by 2500 pixels) on any product/ service of your choice.
- b) Manipulate a digital photograph on the topic of awareness of Dengue (Size A4)

[20 Marks] [CO-1]

Total no of Pages: 02

Roll No. _____

FIRST SEMESTER

(B.DES.)

END TERM EXAMINATIONS

NOV./ DEC.- 2022

DD105 ELEMENTS OF DESIGN

Time: 3 Hrs

Max. Marks: 40

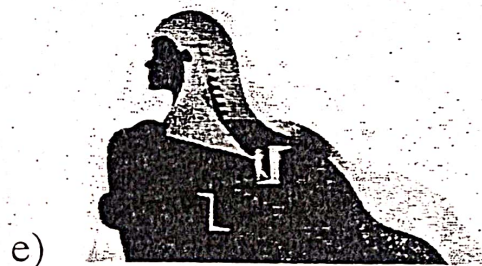
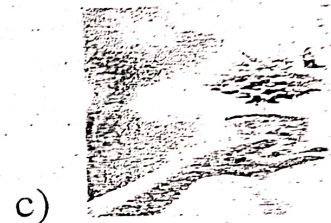
Note: All questions are compulsory.

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
Constructive
Ecstasy

Soft
Meditation
Prosperity

Peace
Introspective



Q2. Design a 3-D Art Installation for the front façade of your favorite brand. Discuss your thought process & Design elements that you have used. Also, discuss how the form that you have designed is inclined with the brand image & its philosophy. {1*30 Marks}

NOTE: a) Size: 4x3 feet
Combination of these two

b) Form: Geometric / Organic /

- b) Use of Color, pattern, texture or other elements of design are allowed

OR

Design a trophy for best design degree project for Department of Design, DTU. Discuss your thought process & Design elements that you have used. Also, discuss how the form that you have designed is inclined with the DOD, DTU and the courses that have been offered.

{1*30 Marks}

NOTE: a) Size: 12x4 inch
b) Form: Geometric / Organic / Combination of these two
c) Use of Color, pattern, texture or other elements of design are allowed

END

END TERM EXAMINATION

Nov/Dec-2022

DD201 PHYSICAL ERGONOMICS

Time: 03:00 Hours

Max. Marks: 40

Note: All questions carry equal marks.
All questions are compulsory.

Q.1 What is ergonomics in the workplace? What are the benefits of ergonomics? [5] [CO#1]

OR

Q.2 What are the principles of ergonomics? Explain with proper description and illustrations. [5] [CO#2]

Q.3 What are the different types of grips, and where are they used? Elaborate with sketches? [5] [CO#2]

Q.4 What are the design constraints and considerations while designing a hand held tool for rural farmer/gardener? [5] [CO#4]

Q.5 Define (a) Reference points (b) good posture (c) Carpel Tunnel syndrome (d) REBA & RULA Analysis (e) anatomical planes [5][CO#X]

Q.6 Explain the term Participatory Ergonomics. What are the keys factors associated with it? [5] [CO#3]

Q.7 Explain the various ergonomics factors to be considered while designing the workstation for computer users, and elaborate with sketches. [5] [CO#4]

Q.8 India's textile sector significantly contributes to the country's exports and has an 8.7% share of GDP. The textile sector is also labour-intensive and employs about 15 million people in the country (30% of the total workforce). Like many other sectors, work-related musculoskeletal disorders (WMSDs) caused by awkward working postures, repetitive tasks, prolonged sitting or standing positions, bad workplace design, etc., have been commonly reported. To examine and analyse the prevalence of musculoskeletal disorders (MSDs) with the Ergonomics risk assessment tool (REBA, RULA).

[10] [CO#4]

END TERM EXAMINATION

DD203 Design and People

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.**NOTE:****ATTEMPT ANY ONE.**

Q.1 Ruchi/Arvind are opening a fine dine restaurant with all the amenities. Assume you're a creative business, consider visualizing your business's processes while showcasing how happy your client is with the final product.

Takeaway: Highlight key components of Project through illustrations such as

- a) Timeline
- b) Challenges
- c) Solutions
- d) Outcomes
- e) Mockup drawings

User-friendly designs that you created through analysis and the process from "Pen and Paper" to web.

(40 Marks)

Or

Q.2

There's nothing quite like a well-designed and colourful brand. Visually pleasing branding design has a positive effect on consumers and clients. Many businesses rely on a strong visual brand to differentiate them from their competitors. Assume you are a business that offers photography, doodles and renders to elevate a client's brands.

P.T.O.

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10
Create a collection of your designs to support your client —and let the images speak for themselves.
Along with the custom photography, highlight, doodles and renders describe the client's challenges, the solutions your business have arrived at and the results of the collaboration

(40 Marks)

-----End-----

Total no. of Pages: 01

III SEMESTER

B.Des.

Roll no..... 574

END TERM EXAMINATION

Nov/Dec-2022

DD205 Basics of Interaction Design

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.

During the course of the Semester there were numerous activities and tasks given to you. You are to attempt the following questions with an introspection of what you learnt and how you are going to apply that.

Q.1

[20]

What are the different data collection techniques that you have used in the entire semester? You are to describe the same with examples from your assignments along with samples of the data (eg. interviews, photos, sketches, sounds...etc). Each individual have used unique techniques to gather information and work on their projects. Please elaborate on the methods that you have used with the help of infographics, sketches etc.

Q2.

[20]

How have you processed the above mentioned information to converge on your project. You are to mention the cognitive process/ method / technique that you have developed to justify your answer.

Please keep the answers interesting, crisp and avoid writing long stories.

—End—

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DELHI TECHNOLOGICAL UNIVERSITY, DELHI
DEPARTMENT OF DESIGN

ODD 3RD SEMESTER

B.DES

END TERM EXAMINATION

NOV-2022

COURSE CODE: DD 207, COURSE TITLE: BASIC
PHOTOGRAPHY AND VIDEOGRAPHY

Time: 3:00 Hours

Max. Marks: 40

Q1. Attempt All [Two marks each, $2 \times 10 = 20$ Marks] Marks: 20

- What is the main purpose of making film?
- What is the most important aspect of making a film?
- What is the process of making film?
- What are the benefits of film making?
- What is the most challenging aspect of film making?
- What materials are used in film making?
- How does film impact society?
- What are the 5 most important elements in filming?
- What was the first movie you watched and what kind of movies do you like?
- What are the similarities of film and Theatre Arts?

Q2. Must attend.

Marks: 10

Where do you see yourself in five years?

Write a story of 500 words and show this story through story board, make at least ten frames.

Q3. Choose between a) and b).

Marks: 10

a) What is your favourite movie/Web Series? Who is your favourite Director? Write the name of five Directors with their films, why did you choose their name, also write the reason for it.

Directors with their films, why did you choose his name, also write the reason for it.

b) What are the three most important qualities you think a filmmaker must have? What have you learned from the films you have made? How important is the team while making a film?

Total no. of Pages: 01

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3rd SEMESTER

526
Roll no.....

END TERM EXAMINATION

Nov/Dec-2022

COURSE CODE: DD209

COURSE TITLE: Visual Design

Time: 03:00 Hours

Max. Marks: 40/50

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

Q.1 Choose any one of the following

[40Marks] [CO1]

- a) A Museum
- b) An Archaeological Site
- c) An Art Galley
- d) A Historic Monument

Design a pamphlet for the same in order to brand it as a tourist destination/ place to visit.

Size = A3. Design both the front and back. It should fold in the middle, like a booklet.

Submit the pdf and printout of the same.

575

Total no. of Pages: 01

BDDes_SEMESTER V

Roll no.....

END TERM EXAMINATION

Nov/Dec-2022

DD301 Universal Design

Time: 03:00 Hours

Max. Marks: 40

**Note: All questions carry TEN marks each.
Attempt any four questions.**

- Q1. Explain Universal Design (UD) principles with a suitable example. Identify three key areas of a shopping complex where Universal Principles are to be applied the most.
- Q2. List FIVE health conditions (disabilities/illness) and find out one activity limitation and one UD or Assistive Technology solution for each condition.
- Q3. Briefly explain the Universal Design features of Delhi Metro with Sketch.
- Q4. What is the Internet of Things (IoT)? List the name of five IoT devices used in daily life.
- Q5. What is an Accessibility Audit? Imagine the college canteen as a built-up environment and prepare an Access Audit report to make it accessible for all.

Explain following terms

- Shared Design
- Inclusive Design
- Assistive vs Universal Design
- User Exclusion

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Total no. of Pages:

BDes_SEMESTER_V

Roll no.....

END TERM EXAMINATION

Nov/Dec-2022

DD303 Design Thinking

Max. Marks: 40

Time: 03:00 Hours

Note: All questions are compulsory.

- Q1. Applying the learnings of Design Thinking process, design optimum policy initiatives for recuperation of lost learning due to school closures during the pandemic of 2020 & 2021. [20]
- Please clearly enumerate each phase/process with appropriate mapping and tools used. [10]
 - A visual flowchart of how the policy will be executed. All stakeholders have to be identified in each phase/part and their motivations identified. [10]

You can choose either a country or a city or a village if you want to.

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Total No. of Pages: 01

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Roll No.....

5th Semester

B.Des

Nov/Dec-2022

End Term Examination

DD 321 Research Techniques in cognition perception and creativity
Time: 03 Hours Max. Marks: 40

Note: Attempt any Four questions.
Each question is ten marks
Assume suitable missing data; if any

Q1: Explain the following along with their importance in research.

- 1) Topic selection
- 2) Hypothesis
- 3) Primary and Secondary Data
- 4) Data Analysis

[10]

Q2: Discuss any four methods of your choice for Data Collection. [10]

Q3: Discuss any method of your choice for data validation in scientific research. [10]

Q4: What is the difference between probability and non-probability sampling? Which of the two sampling methods would be more likely to give as a representative sample and why? [10]

Q5: A research paper is summarized in a sequence of steps defining systematic process to achieve the research objective. Discuss the series of steps involved in research paper writing. [10]

END TERM EXAMINATION

Nov Dec-2022

DD331 Typography- 2

Time:3:00 Hours

Max Marks: 40

Note: All Questions are compulsory.
Use of the internet is allowed.
Assume suitable missing data, if any.

Q.1 Prepare your Typographical resume with the following attributes:

- Emphasis on name, contact number, email, website, or expertise.
- Highlighted small text in a Box
- Some text in Reverse
- Some text Underlined
- Some text center-aligned
- Footer in small size text
- Graphics or pictures can also be used

Note: Size A4, Digital file (Pdf), Multiple colors.

[30 Marks] [CO-1]

Q.2

a) Write your friend's name in freehand style:

- Use upper and lower case
- Use Colours
- Do not use font
- Give 3D effect

OR

b) Design your visiting card using the following points:

- Use Typographic skills.
- Use Graphics or images to show your profession, if needed.
- Colorful or Black and white.

[10 Marks] [CO-1]

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Total No. of Pages: 02

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Roll No.....

5th Semester
BDES Program
END TERM EXAMINATION
DD341 Animation- 2
Time:3:00 Hours

Nov Dec-2022

Max Marks: 40

Note: All Questions are compulsory.
Use of the internet is allowed.
Art materials: paper, pencil, eraser, colors, etc.
Assume suitable missing data, if any.

Q.1 Draw an 8-frame animation of a character in Side View on any one of the topics mentioned below:

a. doing a somersault

OR

b. jumping forward

OR

c. doing Surya Namaskar

[20 Marks] [CO-1]

Q.2 Draw a storyboard of any 6 frames of the following story:

"At 40, Franz Kafka (1883-1924), who never married and had no children, walked through the park in Berlin when he met a girl who was crying because she had lost her favorite doll. She and Kafka searched for the doll unsuccessfully.

Kafka told her to meet him the next day, and they would return to look for her.

The next day, when they had not yet found the doll, Kafka gave the girl a letter "written" by the doll, saying, "please don't cry. I

SP2

took a trip to see the World. I will write to you about my adventures."

Thus began a story that continued until the end of Kafka's life.

During their meetings, Kafka read the letters of the doll carefully written with adventures and conversations that the girl found adorable.

Finally, Kafka returned the doll (she had bought one) that had returned to Berlin.

"It doesn't look like my doll at all," said the girl.

Kafka handed her another letter in which the doll wrote: "my travels have changed me." the little girl hugged the new doll and brought her a happy home."

Note: The storyboard must contain a description of the Audio, Visual, Camera, Light, and Duration of each shot

[20 Marks] [CO-1]

END TERM EXAMINATION

Nov/Dec-2022

DD 351 Exploring Taxonomy of Product Design

Time: 03:00 Hours

Max. Marks: 50

Note: All questions are compulsory.
You can do web searches on your mobile.
Illustrate your answers where necessary.
Assume suitable missing data, if any.
State assumptions you make.

You have been working on your final term exploring a specific category of products. These were

- Products we continuously operate during the use
- Products that two or more operate together and use.
- Products that require intermittent attention
- Products we play with.
- Products we live in
- Products that are slaves
- Products that collaborate with users and upgrade them self
- Products that augment or create a virtual reality
- Products that passively enfold with time
- Products that record, store, compile, retrieve,

Q1. List ten or more examples of products in each of the above categories. (10Marks)

Q2. Plot 10 graphs, one for each category plotting the preponderance of that product category along the time axis covering the last 1000 years. Write a line or two of justification for each (10 Marks)

Q3. For each category, describe how its use affects the making of a being. What type of temperament and capabilities will it develop in the user? (10 Marks)

Q4. For each category, describe how its use will affect the environment (10 Marks)

Q5. For each category, describe the design investigation you would make to better understand the design requirements/uncertainties/challenges. (10 Marks)

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Total no. of Pages:

Roll no.....

BDes_SEMESTER_V

END TERM EXAMINATION

Nov/Dec-2022

DD361 Pattern-Drafting & Draping

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.

Q.1 Do a front and back bodice draping using methods learnt. [40]

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SP5

DELHI TECHNOLOGICAL UNIVERSITY, DELHI
DEPARTMENT OF DESIGN

ODD SEMESTER

B.DES

END TERM EXAMINATION

NOV-2022

COURSE CODE: DD 361, COURSE TITLE: CLAY, CERAMICS
AND GLASS MOULDING

Time: 3:00 Hours

Max. Marks: 40

Q1. THEORY - ATTEMPT ANY FOUR [EACH- FIVE MARKS, DURATION 80 MIN]

MARKS: 20

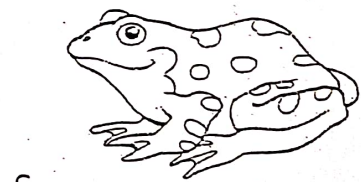
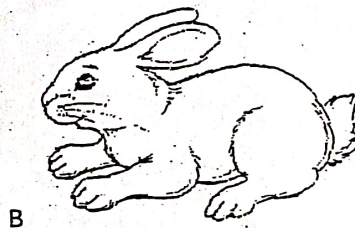
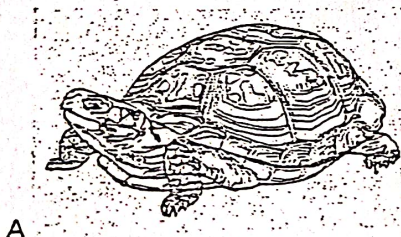
- a) Explain in detail various properties of glass? Mention different applications of glass.
- b) Show the packing of atoms in BCC structure, calculate packing factor of a BCC crystal structure.
- c) Give brief introduction about ceramic material and also explain various properties of ceramic material.
- d) Explain different types of clay minerals in detail and also highlight various application of clay.
- e) Name various types of glass and explain manufacturing of glass material.
- f) Write short notes on any two:
 - i. Fiber reinforced metal matrix composite
 - ii. Ceramic Matrix Composite
 - iii. Graphite Matrix composite

Q2. PRACTICAL - ATTEMPT ANY TWO [EACH- TEN MARKS, DURATION 100 MTS]

MARKS: 20

- a) Make a Tortoise with Clay, size: H- 4 inches
- b) Make a Rabbit with Clay, size: H- 6 inches
- c) Make a Frog with Clay, size: H- 4 inches

References



X

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DELHI TECHNOLOGICAL UNIVERSITY, DELHI
DEPARTMENT OF DESIGN
ODD SEMESTER

B.DES

END TERM EXAMINATION

NOV'2022

COURSE CODE: OED 363

COURSE TITLE: METAL, PLASTIC & MIX MATERIAL

Time: 3:00 hours

Max. Marks: 40

Q1. THEORY -

ATTEMPT ANY FOUR QUESTIONS [EACH FIVE MARKS - DURATION 80 MIN] MARKS: 20

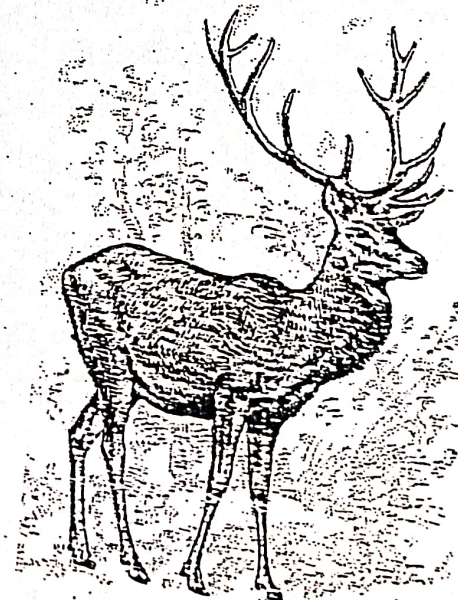
- a. Give brief introduction about various properties of cast iron. Explain in detail various types of cast iron with suitable applications.
- b. Show the packing of atoms in BCC structure, calculate packing factor of a BCC crystal structure.
- c. Explain in detail different types of plastic. Write down various properties of plastic.
- d. Explain in detail various types of steels with their applications.
- e. Give brief introduction about aluminum alloy and copper. Write down their different applications and various properties.
- f. Write short notes on any five:
 - i. Zinc
 - ii. Nickel
 - iii. Lead
 - iv. Cobalt
 - v. Tin
 - vi. Magnesium

Q2. PRACTICAL -

ATTEMPT TO MAKE A SCULPTURE. [20 MARKS - DURATION 100 MIN]

MARKS: 20

4 mts of metal wire is provided to you to create 3D product of size 6 inches height and length will be in accordance of the proportion of the animal.
Find a image of a deer shown below for developing the product.



REF. DEER

Total No. of Pages: 01

7th Semester

B.Des

587
Roll No.....

End Term Examination

Nov/Dec-2022

DD 401 DESIGN RESEARCH

Time: 03 Hours

Max. Marks: 40

NOTE: Attempt any four questions

All questions carry equal marks.

1. Explain Qualitative research and Quantitative research in detail with suitable example. [10]
2. Give brief introduction about shadowing and Elito methods with suitable examples. [10]
3. Describe following terms in brief [10]
 - a) Generative Research
 - b) Behavioral Mapping
 - c) Cognitive Mapping
 - d) Brain storm graphic organizers
 - e) Affinity Diagramming
4. Give brief introduction about usability testing and competitive testing. [10]
5. Write a short note on A/B Testing. Explain in detail with suitable example how A/B Testing helps in optimization. [10]
6. Discuss Kano Analysis in detail. How it helps in improving customer satisfaction? Explain with suitable examples. [10]

Total no. of Pages: 02

BDes SEMESTER VII

Roll no.

END TERM EXAMINATION

Nov/Dec-2022

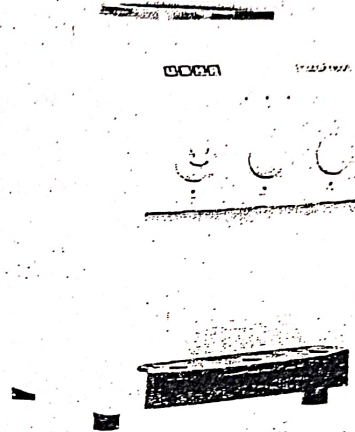
DD421 MODEL MAKING AND PROTOTYPING

Time: 03:00 Hours

Max. Marks: 40

Note: All questions carry **FOUR** marks each.
All questions are compulsory.

Q1 Consider the following table top water dispenser. The manufacturer hires you as a designer to give it a fresh look. What factors will you consider to decide on the visual theme of the product? Briefly explain each factor with suitable illustrations.



Q2 Explain with the help of suitable example how to conduct competitor styling analysis.

Q3 What is a Mood board and why and how it is created?

- Q4 What is silhouette and why a designer mostly start the process of styling with it? Explain with suitable illustrations taking a product as an example.
- Q5 What is proportion in a product? With the help of suitable example and illustrations explain how proportions can be used to create focus?
- Q6 Illustrate the final design of your final assignment and explain how will you model it? Provide a list of materials, processes, and tools likely to be used in modelling the product.
- Q7 What is 'stance' in a product form? How do you decide on the 'stance' of any product? Use flower vase as a product example and illustrate 3 'instance' of the product.
- Q8 State 10 workshop safety measures that every designer should follow.
- Q9 State how prototyping and model making is used in the process of product development.
- Q10 State 3 properties of MDF as a material for prototyping.

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Total No. of Pages: 01

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Roll No.....

7th Semester

B.Des

Nov/Dec-2022

End Term Examination

DD 423

Mobility Design

Time: 03 Hours

Max. Marks: 40

JURY

1. End Semester project
Presentation

(30 Marks)

A3 size poster (4 A3 as single poster and other a3 posters can
be realistic renders or designers choice).

2. Physical Model- Display.

(10 Marks)

END TERM EXAMINATION

Nov/Dec-2022

DD425 Applied Ergonomics

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.

Q1. Briefly outline the physiological principles of importance for the ergonomics of posture and movement. (5 Marks)

Q2. Briefly outline the ergonomic principles of importance for hand and arm postures related to design of hand tools. (5 Marks)

Q3. Imagine you are conducting a descriptive method to understand why car users jump a red light at a traffic signal in different situations. What would be the independent and dependent variables for the same that could provide the data to understand behavior pattern of the users. (10 Marks)

Q4. Sketch preferable sitting for the situations below. The design of the sitting should be relevant to the furniture height mentioned. Mention the dimensions of sitting in your sketch. (5 Marks)

A. Wood workshop table with ht. 3' 0"

B. Bar table with ht. 3' 6"

C. Kids school desk with ht. 2' 0"

Q5. Out of all the electronic appliances / control devices that you have used (except mobile phone and any touch control based devices), which appliance control provides the least cognitive load according to you? Sketch the appliance / control device with tentative dimensions. Highlight the control points. Describe why do you feel the cognitive load to be the least in this appliance / control device in max. 10 points. (10 Marks)

Q6. Briefly outline the cognitive ergonomic principles related to design of the physical controls for physical products. (5 Marks)

Total no. of Pages: 01

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VII SEMESTER

Roll no.

512

BDes

END TERM EXAMINATION

Nov/Dec-2022

DD427 Medical Equipment Design

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.

Q1. Please explain in your own words the significance of bio design innovation process and differentiate it with conventional design process. (10 Marks)

Q2. Please explain the process of Needs screening and Need filtration with example. (10 Marks)

Q3. Explain the risk classification of Medical Devices with examples. (5 Marks)

Q4. Please define "business model innovation" in your own words with examples. (5 Marks)

Q5. Explain different methods of concept generation and method of concept selection. (10 Marks)

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Total no. of pages: 01

7th Semester
BDES Program

Roll No.....

END TERM EXAMINATION

Nov/Dec-2022

DD431 Graphic Design

Max Marks: 40

Time: 3:00 Hours

Note: Attempt any one question.
The use of the internet is allowed for research.
Assume suitable missing data, if any.

Q.1

a) Create a digital Corporate Identity for your Design Studio.
Deliverables of the design created will be as follow:

- i) Logo for Design studio
- ii) Business Card (Size 3.5"x 2.0")
- iii) letterhead document (Size 8.5"x 11")
- iv) Envelop (Size 9.5"x 4.5")

[30 Marks] [CO-1]

b) Explain why your design should be a good choice for the company.
(Word limit: 250)

[10 Marks] [CO-1]

OR

Q.2

a) Create a digital concept of 'food menu design' with an original logo for clients such as restaurants, bistros, bars, or fast-food chains of your choice.

[30 Marks] [CO-1]

Note:

Use text, Images, and photographs that are consistent with the branding.
Keep in mind the readability factor, consistent color palette, and accuracy of illustrations used.

b) Explain why your design should be a good choice for the company.
(Word limit: 250)

[10 Marks] [CO-1]

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7th SEMESTER

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Roll no.....

B.Dos

END TERM EXAMINATION

Nov/Dec-2022

COURSE CODE: DD433 COURSE TITLE: New Media Studies

Time: 03:00 Hours

Max. Marks: 40/50

Note:

Q.1 Prepare a digital campaign to promote your newly developed idea, services, business or event. [20] [CO1]

Following points to be kept in mind

- a) Prepare two or more posts in series.
- b) Posts should have brief information about the subject.
- c) Highlight the name of the subject.
- d) Date, venue, address should be mentioned.

Q.2 Attempt any one [20] [CO1]

a) Prepare a post to promote the 'Clean Yamuna' campaign.

OR

b) Prepare a social media advertisement for 'Amul Butter'

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BDES Program

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END TERM EXAMINATION

DD435 Advance Animation and Moving Images Design

Nov Dec-2022

Time:3:00 Hours

Max Marks: 40

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

Q.1 Show any four of the below-mentioned Nav Rasa through human expressions (face and body language) and describe them in max. 100 words:

- Shringara – Love/beauty
- Hasya – Laughter
- Karuna – Compassion
- Raudra – Anger
- Veera – bravery/heroism
- Bhayanaka – Terror/fear
- Bibhitsya – Disgust
- Adbhuta – Wonderment
- Shantam – Peace

[4x5=20 Marks] [CO-1]

Q.2 Draw a storyboard of any six frames for the following poem by Rabindranath Tagore:

“Art thou abroad on this stormy night on thy journey of love, my friend?
The sky groans like one in despair.

I have no sleep tonight. Ever and again, I open my door and look out
into the darkness, my friend!

I can see nothing before me. I wonder where lies thy path!

By what dim shore of the ink-black river, by what far edge of the
frowning forest, through what mazy depth of gloom art thou threading
thy course to come to me, my friend?”

[20 Marks][CO-1]

END TERM EXAMINATION

DD437 Branding-2

Nov-Dec-2022

Time:3:00 Hours

Max Marks: 40

Note: All questions are compulsory.
Internet is allowed for research and reference.

Q.1

- a) Create a new digital identity (branding) on any one of the themes mentioned below:

Health services

Public awareness on road safety

Right to vote (Election awareness)

Deliverables for branding will be

i) Logo design

ii) Social media post

[10+10Marks] [CO-1]

- b) Write a brief note on your design process.

[10 Marks] [CO-1]

Note: Color: Max. four colors

File format: PDF

Q.2 Attempt any two of the following:

- a) Why is branding important in advertising? Justify your answer by giving at least two examples. (Max. 250 words)[10 Marks] [CO-1]

- b) How does branding play a crucial role in public awareness? Give at least two examples. (Max. 250 words)[10 Marks] [CO-1]

- c) "A well-researched branding exercise elevates the image and perception of a product/ service to a whole new level" Do you agree or disagree? Give two examples to justify your answer. (Max. 250 words) [10 Marks] [CO-1]

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VII SEMESTER
B.Des.

Roll no.....

END TERM EXAMINATION

Nov/Dec-2022

DD441 Augmented Reality and Virtual Reality

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.

Note: Answer any Four

- Q.1 Define immersive technology write benefits of the AR and VR for human. (10 Marks)
- Q.2 Propose use of AR / VR technology. Describe in detail with the help of user persona, wireframes, sketches and user flows. (Draw at least 5 wireframes to explain the concept). (10 Marks)
- Q.3 What are prototypes? Write the possible uses of prototypes with suitable examples. (10 Marks)
- Q.4 Write a paragraph on virtual reality headset (head-mounted device). Also mention its harmful effects on human. Write names of the brands working on head-mounted devices. (10 Marks)
- Q.5 Explain 3DoF and 6DoF in virtual reality. Use sketches to describe different degrees of freedom. (10 Marks)
- Q.6 Why do we need 3D models? Discuss the software used for creation and manipulation of objects/ assets for virtual environments. (10 Marks)

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Total no. of Pages: 01

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BDes_SEMESTER_VII

END TERM EXAMINATION

Nov/Dec-2022

DD443 Advance Material Processes and Finishes

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.

- Q1. What is shell moulding process? Write the application, advantages and disadvantages. [CO1](10)
- Q2. Discuss the classification of polymer materials? [CO2](5)
- Q3. What is the difference between thermoplastic and thermosetting plastic? [CO3](10)
- Q4. Explain the types materials and their applications for designers? [CO2](5)
- Q5. What is investment or lost wax process? Write the application, advantages and disadvantages. [CO3](10)

Total no. of Pages: 01

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VII SEMESTER
B.Des.

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END TERM EXAMINATION

Nov/Dec-2022

DD445 Design for UX

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.

This paper is all about 2032 and your strategies to reach there.

We started this conversation on the interaction we had in Lodhi Garden. Please think of your scenarios on the basis of continuing with the discussion on Environment, Sustainability, Circular and Blue Economy. There were many points discussed on resource sustainability, carbon trapping, carbon credit etc. Keeping these meta themes in mind please answer the following questions.

Originality of idea, multi layered, multi-disciplinary thought process and depth of thinking will be given weightage.

Q1.

[15]

We have seen many new careers emerging in the cyber age. List down the emerging ones based on your priority.

- a. How are you going to upgrade your skillsets as well as philosophy to keep yourself updated. (5)
- b. Define your experience strategy in a timeline by listing down these career paths and how you want to apply them for your holistic development. (10)

P.T.O

600

37

[25]

Q2.

Define the immediate concerns on environment that you feel need to be addressed.

- a. How these concerns are going to change and impact your life in the next 10 years. Explain with the help of examples and sketches. (10)
- b. What are the various UX laws/ Technologies/Strategies that can be applied to mitigate the above mentioned concerns. Dig deeper into these thoughts and document with the help of infographics. (15)

Please keep the answers interesting, crisp and avoid writing long stories. Answer in 2nos of A3 sheets.

--End--

600

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[25]

Q2.

Define the immediate concerns on environment that you feel need to be addressed.

- a. How these concerns are going to change and impact your life in the next 10 years. Explain with the help of examples and sketches. (10)
- b. What are the various UX laws/ Technologies/Strategies that can be applied to mitigate the above mentioned concerns. Dig deeper into these thoughts and document with the help of infographics. (15)

Please keep the answers interesting, crisp and avoid writing long stories. Answer in 2nos of A3 sheets.

--End--

Total no. of Pages:

Roll no.....

BDes_SEMESTER_VII

END TERM EXAMINATION

Nov/Dec-2022

DD447 Service Design

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.

Q.1 What is Customer Journey Map? Please enumerate a real life example through a visual chart.
[12]

Q.2 What is a Value proposition design. Enumerate a real life example from your own experience and draw linkages. [12]

Q.3 Applying your own class room learnings, design a seamless service for hostel accommodation for students enrolling in to DTU and draw out the differences between your devised service and the existing one.
[16]