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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 02-01-2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** School of Design | **Program:** B.Des(Communication Design, Product Design) |
| **Course Code:** DES2090 | **Course Name:** Creative Thinking for Professionals |
| **Semester**: III  | **Max Marks**: 100% | **Weightage**: 50% |

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| **CO – Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **60** | **20** |  |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. 10 x2 Marks=20 Marks** |
|  | Where do designers typically find inspiration for design thinking? | **2 Marks** | **Remembering** | **CO1** |
| **2** | How can creative thinking drive and nurture innovation? | **2 Marks** | **Remembering** | **CO1** |
| **3** | Why is creative thinking a key component of the design process? | **2 Marks** | **Remembering** | **CO1** |
| **4** | What are the specific steps of creative thinking applied to the design process? | **2 Marks** | **Remembering** | **CO1** |
| **5** | Where do designers typically find inspiration for design thinking? | **2 Marks** | **Remembering** | **CO1** |
| **6** | How can creative thinking drive and nurture innovation? | **2 Marks** | **Remembering** | **CO2** |
| **7** | What are the fundamental steps involved in applying creative thinking to design? | **2 Marks** | **Remembering** | **CO2** |
| **8** | What motivates you to pursue a career centered on creativity? | **2 Marks** | **Remembering** | **CO2** |
| **9** | Can you provide examples of outstanding design products created through creative thinking? | **2 Marks** | **Remembering** | **CO2** |
| **10** | Why is creative thinking crucial in the design process? | **2 Marks** | **Remembering** | **CO2** |

**Part B**

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| **Answer the Questions Total 80 Marks** |
| **11.** | a. | Discuss the historical evolution of creative thinking within the design process, providing relevant examples. | **10 Marks** | **Understanding**  | **CO1** |
| **Or** |
| **12.** | a. | Analyze how brainstorming methods contribute to fostering creative thinking in the design process. | **10 Marks** | **Understanding** | **CO1** |
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| **13.** | a. | What is the significance of the creative thinking process, and why is it crucial in driving innovation? | **10 Marks** | **Understanding** | **CO1** |
| **Or** |
| **14.** | a. | Explain the application of creative thinking in the stages of preparation, inspiration, and verification within the design process. | **10 Marks** | **Understanding** | **CO2** |

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| **15.** | a. | Contrast different approaches to design board creation in creative thinking for the design process, providing an example. |  **10 Marks** | **Understanding** | **CO2** |
| **Or** |
| **16.** | a. | Describe brainstorming methods used in creative thinking for the design process, focusing on effective techniques with suitable examples. | **10 Marks** | **Understanding** | **CO2** |

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| **17.** | a. | Demonstrate the process of creating a storyboard in creative thinking. | **8 Marks** | **Understanding** | **CO3** |
| b. | List down the factors influencing the storyboard creation. | **7 Marks** | **Understanding** | **CO3** |
| **Or** |
| **18.** | a. | Outline the role of SCAMPER techniques in creative thinking and how they can be applied. | **8 Marks** | **Applying**  | **CO3** |
| b. | List down the pros and cons of SCAMPER technique  | **7 Marks** | **Applying**  | **CO3** |

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| **19.** | a. | Explain the role of each stage in the creative thinking process, providing relevant examples for each. | **8 Marks** | **Applying** | **CO2** |
| b. | List down the applications of creative thinking for designers.  | **7 Marks** | **Applying** | **CO2** |
| **Or** |
| **20.** | a. | Identify and explain the key principles of creative thinking in design. | **8 Marks** | **Applying** | **CO3** |
| b. | List down the steps involved in Brainstorming | **7 Marks** | **Applying** | **CO3** |

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| **21.** | a. | Explain product innovation through creative thinking for a new product, supported by a relevant analysis. | **20 Marks** | **Applying** | **CO3** |
| **Or** |
| **22.** | a. | Analyze the role of creative thinking in the stages of preparation, inspiration, and verification, supported by a case study. | **20 Marks** | **Applying** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***