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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 07-10-2025

Time: 09.30am to 11.00am

School: SOD	Program: B.Des	
Course Code: ENG1903	Course Name: Narrative Design: The Fundamentals of Storytelling	
Semester: I	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24	-	-	-

Instructions:

- (i) *Read all questions carefully and answer accordingly.*
- (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2marks.

5Q x 2M=10M

1	What do we mean by the term <i>narrative</i> ?	2 Marks	L1	CO1
2	In Barbara Kruger's artwork, what role does text play in storytelling?	2 Marks	L1	CO1
3	What is meant by "remediation" in storytelling, and name the two types of remediation.	2 Marks	L1	CO1
4	What is a legend? Give one short example of a legend you know.	2 Marks	L1	CO2
5	What is the difference between personal memory and collective memory? Provide examples to support your answer.	2 Marks	L1	CO2

Part B

Answer the Questions.

Total Marks 40M

6.	Why do humans constantly search for patterns and structures in stories? Explain with examples.	10 Marks	L2	CO1
Or				
7.	Explain how the animation video by Heider and Simmel (1944)	10 Marks	L2	CO

	shows human being's tendency to create stories.			1
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8.	<p>In the TedEd video titled, “The Danger of a Single Story,” Chimamanda Adichie says that stories have power because of <i>who tells them</i> and <i>how they are told</i>.</p> <p>What does she mean by this? Give one simple example from a book, film, or advertisement to support your answer. (for example, how African characters are often shown only as poor in Western media, or how advertisements show women only in roles like cooking or cleaning). Explain briefly how this example shows the power of storytelling.</p>	10 Marks	L2	CO 1
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Or

9.	<p>In Apple’s 1984 advertisement, a young woman breaks the big screen with a hammer. What message is this story trying to give? Explain how the storyline of the advertisement explores one of the major themes, that is, the fight between authority and freedom.</p>	10 Marks	L2	CO 1
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10.	<p>Analyze the three key elements of oral storytelling: Memory, Retelling, and Remediation. Discuss how each element contributes to the preservation and transformation of oral narratives.</p>	10 Marks	L2	CO 2
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Or

11.	<p>Compare and contrast the characteristics of folktales, myths, legends, and life narratives as different forms of oral stories. Provide examples for each category.</p>	10 Marks	L2	CO 2
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12.	<p>Trace the journey of an oral story from its traditional form to its appearance in popular culture. Choose any example (film, advertisement, game, etc.) and explain the remediation process it has undergone.</p>	10 Marks	L3	CO 2
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Or

13.	<p>You are given the following oral story prompt:</p> <p><i>“Every student at the college knew about Room 237 in the old library building - it was always locked, and no one remembered why. Late one night, while studying alone, Alex notices light coming from under the door of Room 237. The strange thing is, there's no electricity connected to that room, and the door handle is turning slowly from the inside...”</i></p> <p>Build upon this prompt and complete the story. How could the story you created be remediated into a popular culture format such as an advertisement, zine, book, design outfit, YouTube video, or Instagram reel? Justify your design choices and explain what elements would be preserved, changed, or added.</p>	10 Marks	L3	CO 2
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