



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester III - 2021

Course Code : DES1002

Course Name : Sem III - DES1002 - Innovation and creativity

Program : B. Design (All)

Date : 9-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. What is the difference between space and form, explain with example.
(CO4,CO3) [Knowledge]
2. Write about the importance of aesthetics in design.
(CO3,CO4,CO5) [Knowledge]
3. Write about the design process to start any project.
(CO4,CO3) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. What are the essential things to design any product, choose based on your choice.
(CO4,CO5,CO3) [Comprehension]
5. What is hierarchy in design, show it with example.
(CO4,CO3) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Draw a pattern using grid in a larger scale.
(CO5,CO4) [Application]
