



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester III - 2021

Course Code : BSM1010

Course Name : Sem III - BSM1010 - Observation and Ideation

Program : B.Sc - Multimedia

Date : 10-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

5QX6M = 30M

1. Explain Analog Proof and Anchor Point.

(CO1) [Knowledge]

2. Explain the characteristics of design.

(CO1) [Knowledge]

3. Abbreviate GIF and explain.

(CO2) [Knowledge]

4. List out the basic principles involved in design.

(CO2) [Knowledge]

5. Sketch a Color wheel.

(CO3) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

3QX10M = 30M

6. Recreate any design of your choice and explain its elements.

(CO1) [Comprehension]

7. Analyze the fundamental need for any existing design/product and relate to the hierarchy of needs.

(CO2) [Comprehension]

8. Identify, interpret and relate the technique of empathy required for the design Ideation.

(CO3) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

9. Present the assigned topic and defend.

(CO5) [Application]