

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester I - 2022

Course Code : DES1010

Course Name : Sem I - DES1010 - Observation and Ideation

Program : B. Design

Date : 27-JAN-2023

Time : 10.00AM - 1.00PM

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.
- (iv) Do not write any information on the question paper other than Roll Number.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. Identify and explain the **design elements and principles** in the image below.



(CO2) [Knowledge]

2. Write a short note on MC. Escher's illusion of shapes in space in his drawings with a illustration.
(CO2) [Knowledge]
3. Define 5 steps of Design thinking with example.
(CO3) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Illustrate and explain

1. Closure
2. Common fate
3. Continuation
4. Similarity
5. Figure ground
6. Proximity
7. Symmetry and
8. Similarity

(CO4) [Comprehension]

5. Take any animal or bird and simplify it 5 or more steps.

(CO2,CO3) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Show the jury your portfolio and describe your creative approach.

(CO4,CO3) [Application]
