

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester IV&VI - 2021

**Course Code :** DES2080

**Course Name :** Sem IV&VI - DES2080 - Art of Design Language

**Program :** BDF,BDC

**Date :** 7-JUN-2023

**Time :** 1.00PM - 4.00PM

**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 QUESTIONS**

**(2 X 5 = 10M)**

1. State the differences between an icon and a logo. (CO4) [Knowledge]
2. State briefly the features of nostalgic and classic designs with suitable examples. (CO3) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 15 = 30M)**

3. Explain in detail - parody, metaphor and cliché with suitable examples. (CO4) [Comprehension]
4. Discuss in detail the five stages of design function. (CO3) [Comprehension]

**PART C**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 60 = 60M)**

5. Present and defend your design submissions in the Jury. (CO4) [Application]