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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV - 2021

Course Code : DES2084

Course Name : Sem IV - DES2084 - Product Rendering Techniques

Program : BDP

Date : 15-APR-2023

Time : 9:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

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.*
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PART A

ANSWER THE FOLLOWING QUESTION

(1 X 10 = 10M)

1. Explain the importance of line weight in creating dynamic and visually appealing designs. Provide two examples of line weight usage in design and sketch them?

(CO1,CO2) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

2. Choose an everyday object (e.g. a lamp, a chair, a pen) and explore five different forms for it through sketching. Choose one of these forms and generate 2 concepts for it, considering factors such as function, user experience, and aesthetics?

(CO2,CO1) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

3. Concept generation is essential in developing unique design ideas. Choose a manmade object from your daily life and generate five design concepts to improve its functionality or aesthetics. Sketch each concept and provide a brief description of how it addresses the problem?

(CO1,CO2) [Application]