PRESIDENCY UNIVERSITY
BENGALURU   **SET B**

SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2024

Semester : Semester V - 2021   **Date :** 05-JAN-2024
Course Code : DES2091   **Time :** 1:00 PM - 4:00 PM
Course Name : Idea Formulation   **Max Marks :** 100
Program : B. Design   **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   **4X5M=20M**

1. Write a short note on Sketching and doodling in idea formulation.

    (CO1) [Knowledge]

2. Describe how Brainstorming is important in Idea Generation?

    (CO1) [Knowledge]

3. Write a brief note on Story telling or narration in idea formulation.

    (CO1) [Knowledge]

4. What are the various strategies or techniques involved in idea generation ?

    (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **5X10M=50M**

5. Write a note on Design loopholes in idea generation.

    (CO2) [Comprehension]

6. Explain scamper technique.Explain in detail the various elements constituting scamper technique.

    (CO2) [Comprehension]

7. Explain the risks involved in starting a creative startup.

    (CO2) [Comprehension]

8. Explain in detail the various strategies or techniques involved in idea generation ?

    (CO2) [Comprehension]

9. Explain in detail how User-Centered design helps in idea generation through examples.

(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   2X15M=30M

10. Compare the traditional idea generation methods with digital tools and techniques. How did technology transformed the way designers generate and develop ideas? (Answer could be based on your respective design disclipline or field)

(CO3) [Application]

11. Select a specific design discipline such as industrial design, graphic design, fashion design, media studies etc and discuss unique challenges and opportunities for idea generation in your field. Provide examples of notable designs from your respective discipline.

(CO3) [Application]