

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester V - 2023

Course Code : DES2091

Course Name : Sem V - DES2091 - Idea Formulation

Program : BDS/BDC/BDG/BDP

Date : 19-OCT-2023

Time : 2:00PM - 3:30PM

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.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. Why is idea generation important for designers ?
(CO1) [Knowledge]
2. What is the importance of creating a sustainable and eco-friendly design?
(CO1) [Knowledge]
3. What is the importance of sketching and doodling in idea generation ?
(CO1,CO2) [Knowledge]
4. Describe briefly about scamper technique .
(CO2) [Knowledge]
5. List down the various strategies or techniques involved in idea generation ?
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Describe the concept of a design brief and its role in guiding idea generation. How can a well-crafted design brief enhance the creative process?
(CO2) [Comprehension]
7. Explain in detail the various elements constituting scamper technique.
(CO3,CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

- 8.** Select a specific design discipline (e.g., 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 discipline.

(CO3) [Application]