PRESIDENCY UNIVERSITY BENGALURU

Roll No

**SCHOOL OF DESIGN**

# MAKE-UP EXAMINATION

Semester: 2022-23 Course Code: DES 2001

Course Name: DESIGN THINKING

# Instructions:

1. *Read the all questions carefully and answer accordingly.*
2. *All questions are compulsory*

Part A [Memory Recall **Questions] Answer all the questions. Each question carries 02 marks.**

Date:10 JULY 2024

Time: 01.30pm-04.30pm

Max Marks: 100

Weightage: 50%

(15Qx 2M=30M)

(C.0.No.1) [Knowledge]

1. Conceptual design involves the idea of designing for
2. The 5 stages of design thinking are Empathize, Define, Ideate, and Test.
3. Empathy is crucial to a design process.
4. Brainstorming is one of the technique in the stage.
5. designs focus more on the general functionality than an individual use.
6. The last stage of design thinking process is
7. Designs must be to the customers for use.
8. aspect is related to the use of alternates in designing process.
9. helps to reduce/cut down unwanted things in designing.
10. Prototypes are inexpensive, versions of the product.
11. Any defect in the design is called as
12. Designs developed in such a way to suit generic abilities/disabilities are
13. Designs that are easy to understand and use are called as designs.
14. Temple art and architecture are classic examples of Indian designs.
15. One of the most important aspects of universal designs is

# Part B [Thought Provoking Questions]

**Answer all the questions. Each question carries 05 marks.** (8Qx5M=40M) (C.O.No.1-2) [Comprehension]

1. What is design thinking?
2. What happens in the 'define' stage of the design thinking process?
3. State the importance of the ’prototype' stage in the design thinking process?
4. What are the stages of the SCAMPER technique?
5. Explain the features of Modify with suitable questions.
6. State briefly the differences between contextual and conceptual designs.
7. What do you mean by design evaluation?
8. List the seven principles of universal designs.

# Part C [Problem Solving Questions]

**Answer all the questions. Each question carries 10 marks.** (3Qx10M=30M)

(C.0.No. 1-3) [Application]

1. Taking any one of the examples from these — book cover design, movie poster and newspaper advertisement, discuss the importance and application of design thinking.
2. An interior designer is given the project of renovating an old age home. Use the stages of the design thinking process and interpret the design development at various stages of interior designing.
3. Can you identify an interesting design concept at Presidency University? If yes, discuss that design

concept in terms of the universal design principles and identify such principles in use.