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PRESIDENCY UNIVERSITY BENGALURU

SCHOOL OF ENGINEERING

**MAKE UP EXAMINATION - JULY 2024**

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| **Semester : V sem** | **Date : 01-0-2024** |
| **Course Code : DES2091** | **Time : 9.30 am -12.30 am** |
| **Course Name : IDEA FORMULATION (OE)** | **Max Marks : 100** |
| **Program : B.Design** | **Weightage :** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

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| **PART A** | | | |
| **ANSWER ANY 4 QUESTIONS 4Q X 5M=20M** | | | |
| 1 | What are mood boards? Mention its importance. | (CO 1) | [Knowledge] |
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| 2 | What is the importance of creating a sustainable and eco-friendly design? | (CO 1) | [Knowledge] |
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| 3 | Describe Mind Mapping in idea generation ? | (CO 1) | [Knowledge] |
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| 4 | Explain the risks involved in starting a creative startup. | (CO 1) | [Knowledge] |
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| 5 | Write a note on Design loopholes in idea generation. | (CO 1) | [Knowledge] |
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| 6 | Explain scamper technique. Explain in detail the various elements constituting scamper technique. | (CO 1) | [Knowledge] |
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| **PART B** | | | |
| **ANSWER ANY 5 QUESTIONS 5Q X 10M=50M** | | | |
| 7 | 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? | (CO 2) | [Comprehension] |
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| 8 | Explain in detail how User-Centered design helps in idea generation through examples. | (CO 2) | [Comprehension] |
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| 9 | How can the design facilitate collaboration or interaction? Explain through an example respective to your design disclipline or field. | (CO 2) | [Comprehension] |
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| 10 | Describe the importance of a design brief and its role in guiding idea generation. How can a well-crafted design brief enhance the creative process? | (CO 2) | [Comprehension] |
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| 11 | How will user feedback be collected and incorporated in idea generation?  Are there mechanisms in place for continuous improvement in idea generation using user feedback? | (CO 3) | [Comprehension] |
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| 12 | Explain in detail the Observational studies on the design lacuna in idea generation. | (CO 3) | [Comprehension] |
| 13 | Describe briefly about mood boards. Mention its importance. Write a short note on Sketching and doodling in idea formulation. | (CO 3) | [Comprehension] |
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| **PART C** | | | |
| **ANSWER ANY 2 QUESTIONS 2Q X 15M=30M** | | | |
| 14 | Imagine you are designing a new product(any product/advertisement/space) for a start-up company. Describe a step-by-step process for generating creative ideas for the design. Include specific techniques and tools you  would use depending on your product or project. | (CO 3) | [Application] |
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| 15 | 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) | (CO 3) | [Application] |
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| 16 | 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. | (CO 3) | [Application] |
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