|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No |  |  |  |  |  |  |  |  |  |  |  |

PRESIDENCY UNIVERSITY BENGALURU

 **SET-B**

SCHOOL OF DESIGN

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester II - 2023

**Course Code :** DES1129

**Course Name :**  Design Appreciation

**Program :** B. Design

**Date :** Jun 13, 2024

**Time :** 9:30 AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

**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.*

**PART A**

**ANSWER ANY 8 QUESTIONS 8QX5M=40M**

* 1. Discuss the need for more sustainable materials in product design.

(CO1) [Knowledge]

* 1. Discuss the role of secondary research in understanding the context of a problem. What types of secondary sources are most valuable?

(CO2) [Knowledge]

* 1. When selecting an idea from a group of ideas, what criteria should be considered to determine the best option?

(CO3) [Knowledge]

* 1. Evaluate the potential of sustainable design practices in reducing environmental impact. How can designers incorporate sustainability into their work?
	2. Describe the steps involved in identifying the target audience for a research project.

(CO1) [Knowledge]

(CO2) [Knowledge]

* 1. Once a list of ideas has been generated, what methods can be used to evaluate the feasibility of each idea?

(CO3) [Knowledge]

* 1. Investigate the impact of fast design trends on long-term product usability. How do these trends affect the durability and relevance of designs?

(CO1) [Knowledge]

* 1. Explain why understanding the context of a problem or opportunity is crucial before starting a research project?

(CO2) [Knowledge]

* 1. What are the key criteria you should consider when selecting a research idea? Provide a detailed explanation of each criterion.

(CO3) [Knowledge]

* 1. Critique the effectiveness of current packaging designs in the retail industry. What are the main issues with existing packaging?

(CO1) [Knowledge]

**PART B**

**ANSWER ANY 2 QUESTIONS 2QX10M=20M**

* 1. What are the current trends in customer demand for products/services in our market?

(CO2) [Comprehension]

* 1. How can we encourage diverse perspectives and contributions during the brainstorming process?

(CO3) [Comprehension]

* 1. Discuss how augmented reality (AR) can be integrated into retail design. How can designers enhance the initial user experience to increase engagement and retention?

(CO1) [Comprehension]

**PART C**

**ANSWER ANY 2 QUESTIONS 2QX20M=40M**

* 1. What are the primary needs and pain points of our target users, and how do these affect their interactions with current products/services?

(CO2) [Application]

* 1. How do we assess the feasibility of each idea within the given resources, time constraints, and expertise available? What are the potential risks and benefits associated with each idea?

(CO3) [Application]

* 1. Examine the issue of inclusivity in contemporary user interface (UI) design. Identify common design flaws that hinder accessibility for users with disabilities.

(CO1) [Application]