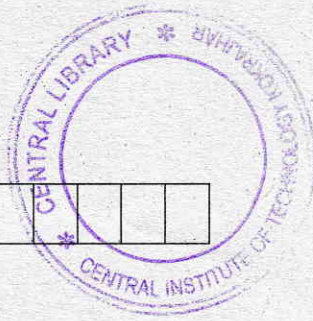


Total No. of printed pages = 6

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Roll No. of candidate

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**2019**

**B.Des. 1<sup>st</sup> Semester End-Term Examination**

**Multimedia Communication and Design**

**INTRODUCTION TO DESIGN**

**(New Regulation)**

**(w.e.f. 2017 – 2018)**

Full Marks – 70

Time – Three hours

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The figures in the margin indicate full marks  
for the questions.

Answer question No. 1 and any *four* from the rest.

1. Select the correct answer :

(10 × 1 = 10)

(i) Design is \_\_\_\_\_ to reach a solution for addressing a problem faced by human world within a fixed environment.

- (a) Continuous process
- (b) Complex process
- (c) Simple process
- (d) Rigorous process

**[Turn over**

(ii) The RENAISSANCE period in Europe was started in the

- (a) 1100s
- (b) 1200s
- (c) 1300s
- (d) 1400s

(iii) Leonardo da Vinci conceptualised the form of \_\_\_\_\_ during his time.

- (a) Car
- (b) Rocket
- (c) Helicopter
- (d) Submarine

(iv) M. F. Husain is an Indian \_\_\_\_\_

- (a) Painter
- (b) Designer
- (c) Dancer
- (d) Politician

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(v) As you all know the interrelationship between design and engineering. Select which of the following statements are correct while considering the interrelationship. Your answer will be in multiple selections.

- (a) Engineering is the process of manufacturing of a specific need to the human,
- (b) Design is creative or innovative process of addressing the need to human.
- (c) Engineering involves participation of a large group of manpower.
- (d) Design may or may not need large group of manpower

(vi) Indigenous technology means \_\_\_\_\_  
Select all the correct statements.

- (a) Locally available or developed technology.
- (b) "Jugaad" in native Indian language.
- (c) Digital technology available locally.
- (d) Automated technology imported from foreign country.

(vii) Staatliche's Bauhaus commonly known simply as Bauhaus, was a

- (a) German designer
- (b) German art school
- (c) British design college
- (d) France museum

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[Turn over



(viii) The usability function of a product is

- (a) Aesthetic consideration
- (b) Engineering consideration
- (c) Scientific consideration
- (d) Ergonomic consideration
- (ix) Industrial design, Graphic design, Fashion design etc. used to fall under the category of

- (a) Applied art
- (b) Commercial art
- (c) Fine art
- (d) Graphic art
- (x) Artificial Intelligence will play a significant role in

- (a) Future of music
- (b) Future of Design
- (c) Future of a baby
- (d) Future of foods

2. Answer any *three* questions in short. (3 × 5 = 15)

- (a) Illustrate a 2D shape and translate it to 3D form.
  - (b) Describe what is Art and Social Science.
  - (c) How do you relate Engineering and Design?
  - (d) Define Design in your own understanding.
3. Objective of Design is to solve problems. What can you do or suggest if you will be given any one of the following problem. Your answer should showcase a beautiful illustration suggesting the solution area along with explanation for the solution. (15)

- (a) School bag for children
- (b) Helmet for two wheeler
- (c) Stick for elderly people
- (a) What do you mean by indigenous technology? Briefly describe.
- (b) If you want to design a product using indigenous technology what kind of indigenous technology you will use and for what kind of product? Describe and illustrate the product. (5 + 10 = 15)

5. Write short notes on the following subjects

- (a) Influence of social media applications on our life.
- (b) Invention of Television changed our socio cultural behaviour.
- (c) Influence of online gaming applications. (3 × 5 = 15)



6. Design process helps in framing a design project with methodical order. Describe in diagrammatic illustration of the design process. Also explain each section of process in details. (5 + 10 = 15)

7. Discuss role of design in creating the future considering the following areas.

- (a) Future of healthcare
  - (b) Future of transportation
  - (c) Future of communication
- (3 × 5 = 15)

