

Total number of printed pages:2

PG/1st/PMCD101

2021

DESIGN – AN INTRODUCTION

Full Marks : 100

Time : Three hours

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

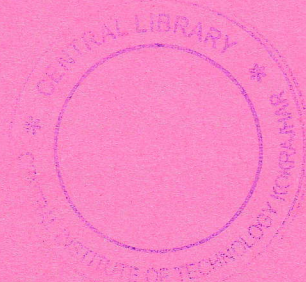
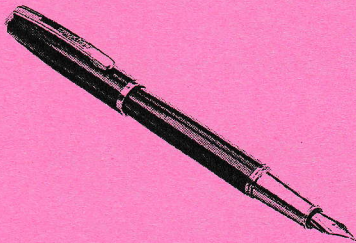
Answer any five questions.

1. a Define design using five (5) important keywords and describe how they are related to design. Use illustration if necessary. 15
- b The five keywords that you have chosen, whether they are in the noun form, verb form or adjective. Explain. 5
- 2 As we know that Design is related to both Art and Social Science. You have to come up with an example of your own, where you can show that Design is Art and at the same time Design is addressing to Society or social issue. (Hint: Visualize a conceptual project through which you can relate Design activities which could be treated as Art and at the same time it addresses a mass social issue.) 20
- 3 a Describe any one indigenous technology that you came across which could be taken up for futuristic development. Your description should be rendered with appropriate illustration. 12
- b Indigenous technology is very popular in rural India due to its easy accessibility and cost effectiveness. Whether you agree or disagree with the statement, justify your answer with four (4) appropriate points. 8
- 4 Ergonomics is one of the most important area in Design where human behaviour, psychology and interaction etc. used to be considered while making a product. If you have been asked to design a study chair, what all are the 20

important ergonomic considerations that you focus most. Describe with appropriate illustrations.

- 5 a Social media plays a very important role in spreading awareness about COVID-19 during the pandemic lockdown. Describe any three areas such as financial or education or healthcare, how social media help these sectors. 12
- b Which social media application you like most and why? Describe in points. 8
- 6 a Describe any two important inventions happened during 2nd world war. 10
- b How television changed the socio cultural behaviour our society? Briefly discuss. 10
- 7 a To successfully complete a design project we have to follow a process or methodology. Briefly describe the design process or methodology usually followed while doing a design project. 10
- b Describe aesthetic, ergonomic and scientific considerations of a tooth brush that you daily use. 10

8



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Shown above a picture of a fountain pen. You have to describe the pen in five (5) specific keywords which could portray the uniqueness of the pen. Also explain why you chooses the keywords.