

Total number of printed pages:

Programme (UG)/Semester/ UMCD601

2024

CREATIVE THINKING PROCESS AND METHODS

Full Marks : 100

Time : Three hours

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

Answer any five questions.

1. Analyze the role of divergent and convergent thinking in the creative process. Define each concept and discuss how they complement each other in generating and refining ideas. 20

Provide real-world examples to demonstrate the application of divergent and convergent thinking strategies in creative endeavors.
2. Can you provide an overview of the various types of designs commonly encountered in the field, and then elaborate on two specific types, explaining their distinctive characteristics and applications? 20
3. Can you provide a detailed case study demonstrating the application of Edward de Bono's Six Thinking Hats method in a professional setting, highlighting how each hat was utilized to analyze a complex problem and facilitate decision-making? 20
4. Define creativity and outline the three components that constitute it. Discuss how these components interact to facilitate the creative process and contribute to innovative outcomes. Provide examples to illustrate each component's role in fostering creativity. 20
5. Using only black pencil or pen, transform the visual elements presented in the five boxes into distinct and recognizable images. Ensure that your drawings remain confined within the boundaries of each box. Additionally, provide a title for each image to encapsulate its essence 20

Evaluation criteria:

- Originality – ability to produce unusual response
- Emotional expressiveness – ability to communicate feelings and emotions nonverbally through figures
- Humour / surprise – ability to depict conceptual and perceptual absurdity and amusing combinations
- Richness – ability to create strong, sharp and distinct images

6. As an Indian Designer, how would you tackle the issues mentioned below?

20

Choose any two topics and describe in NOT MORE THAN 80 WORDS

- Zero Hunger
- Hybride Education
- Bossism in work environment
- Decolonization of education

