

Total number of printed pages:

Programme(UG)/Semester/ UMCD601

2023

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. a) What is creativity, and what is its importance for society? 10
b) Define the three components of creativity? 10
2. a) What are the types of designs? Explain any two types of design in your own words. 10
b) How do you think like a designer? Discuss with one example. 10
3. a) Is Creativity a Strategic Priority? Give your answer in your own words. 6
b) Give a good example to illustrate the six thinking hats and how it can be used. 14
4. a) Do you think that creativity comes naturally to people - or do you think creativity is a skill that people must develop? Explain in your own words. 20
5. a) "Creativity can always be nurtured", explain in your own words. 20
6. A helmet is utilized to avoid head injury in dangerous situations. Helmets are used in various sports as well as while driving a bike. Explain or illustrate five different creative ways you can use a helmet other than as a headgear. 20

Draw your thoughts and write a one-line note to explain each idea.

Evaluation criteria:

Uniqueness, thoughts and presentation.

7. 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

- Safety of Women
- Hybride Education
- High unemployment
- Globalization