



DCPD604

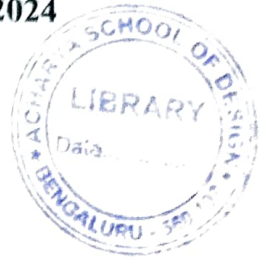
Reg. No. 018A021A0004

VI Semester B.V.A. Degree Examination July/August -2024

PRODUCT DESIGN

Theory of Design

(NEP Scheme)



Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates :

Attempting question from all section is mandatory.

SECTION - A

I. Answer any Five of the following questions.

(5×2=10)

1. Define “Art, craft and Design” in context of Indian Art history.
2. Name two significant art styles of medieval period.
3. Define ancient Ergonomics law.
4. Define theory proposed by Max Wertheimer.
5. Name two crafts of India with their respective origin.
6. Define design research and it's importance in innovation.
7. What is Bio-Design?

SECTION - B

II. Answer any Four of the following questions.

(4×5=20)

1. What techniques do designers use for successful research?
2. Differentiate between two cultures of India and their impact on design.
3. What does GI stand for? Explain.
4. Define Bias. How do designers tackle bias?
5. Define “Form follow function”
“Function follow form”
6. Remember five design elements of art and architecture and its use in the Mughal period.

[P.T.O.]



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SECTION - C

III. Explain any Three of the following questions.

(3×10=30)

1. Maslow Hierarchy with diagrammatic representation.
 2. Gestalt theory.
 3. Human cognitive function and limitations
 4. The evolution of traditional craft of India in context to modern design with example.
 5. Explain five elements of design.
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