



29571

Reg. No.

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V Semester B.V.A. (Theory) Examination, March/April - 2023

PRODUCT DESIGN

Theory of Design

(CBCS Scheme)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

If necessary stationary can be used.

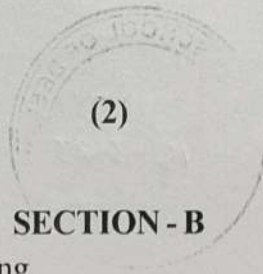
SECTION - A

Answer any FIVE of the following questions.

(5×2=10)

- Leonardo Da Vinci belongs to which artistic movement.
 - Medieval art
 - Gothic art
 - Renaissance art
 - Ancient art
- Bauhaus school was first started in which city of Germany.
 - Dessan
 - Weimar
 - Berlin
 - None of the above
- Theory of things argues assigning WHAT to things.
 - Value
 - Status
 - Identity
 - None of the above
- SHADOWING is a technique used in _____ phase of design process.
 - Observation
 - Brainstorming
 - Rapid prototyping
 - Refining
- Social penetration Theory (SPT) was proposed by _____.
 - Kinzel
 - Altman
 - Edward Hall
 - None of the above
- Edward T Hall is known for proposing theory of
 - Proxemics
 - Theory of things
 - Theory of Pythagoras
 - None of the above

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SECTION - B

Answer any **FOUR** of the following.

(4×5=20)

1. What is the prime "Motto" of Bauhaus school teachings.
2. Describe any three techniques used for 'observation' stage in design research methodology.
3. Why Leonardo Da Vinci is called as an important artist of Renaissance time.
4. Write any three differences between personal space and territory.
5. What are Robert Sommers views on open classroom and Prison Architecture?

SECTION - C

Answer any **THREE** questions of the following.

(3×8=24)

1. Define crowding and explain how it affects our mental and physical health.
2. Write a brief about social penetration theory (SPT) and how relationships become stronger through different stages.
3. Write and explain any four Gestalt principles.
4. Define inter relationship between Art and Culture and how they evolved over different periods of timeline?

SECTION - D

Answer any **ONE** question of the following.

(1×16=16)

1. Explain MASLOW's theory of hierarchy with a diagram and explain how it helps in understanding human behaviour.

(OR)

2. Design (or draw) any one of the public place given below keeping principles of environmental psychology in mind.

a) Bus Stop

(OR)

b) Hotel Lounge

(OR)

c) Beach
