

**TB144050C**

**Reg. No: .....**

**Name: .....**

**B. Sc. DEGREE (C.B.C.S.S) EXAMINATION, APRIL 2018**  
**(2014 Admission Supplementary)**  
**SEMESTER IV- CORE COURSE (APPAREL AND FASHION DESIGN)**  
**FD4FDT - FUNDAMENTALS OF DESIGN THINKING**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**1 Answer all questions. Each question carries 1 mark.**

1. What are the two types of Research?
2. Give few examples of quantitative type of survey.
3. Write the full form of KISS.
4. List out the categories of signs.
5. What are the two scale sizes of design thinking?
6. Write the full form of TIMTOWTDI.
7. Give examples of vocal patterns.
8. What are the different types of balance?
9. Give examples of typefaces.
10. Mention the Golden mean proportion.

**(10x1=10)**

**PART B**

**II. Answer any eight questions. Each question carries 2 marks.**

11. What is primary research?
12. Draw a flow chart on design thinking stages.
13. Write a note on humor.
14. What is a visual metaphor?
15. What do you mean by viral marketing?
16. List out the various media to distribute a desi
17. What is Trompe l'oeil?
18. Write a note on harmony.
19. What are design legs?
20. Write a note on secondary research.
21. Design a new logo for the brand Reebok.
22. List out any two colors and the symbolic meaning of it.

**(8x2=16)**

## **PART C**

### **III. Answer any six questions. Each question carries 4 marks**

23. What are the types of survey?
24. Write a note on basic design directions.
25. Write a note on pun.
26. What are the types of prototype?
27. What are the various color schemes in the color wheel?
28. Explain modification and types of modification.
29. What are appropriation and key forms of appropriation?
30. How important is sketching? And give examples.
31. Explain the importance of samples and feed back in design thinking.

**(6x4=24)**

## **PART D**

### **IV. Answer any two questions. Each question carries 15 marks.**

32. What is Brainstorming? And what are the rules of Brainstorming?
33. Explain in detail on 'Thinking in Signs'?
34. Discuss on 'Thinking in proportions' in detail.
35. What is finishing? What are the print finishing techniques?

**(2x15=30)**