

MDes (Communication Design)

Sample Question Paper

Name :

ID :

Note : The question paper is in 3 parts. Each part is mandatory and is worth 20 marks. The total paper is worth 60 marks.

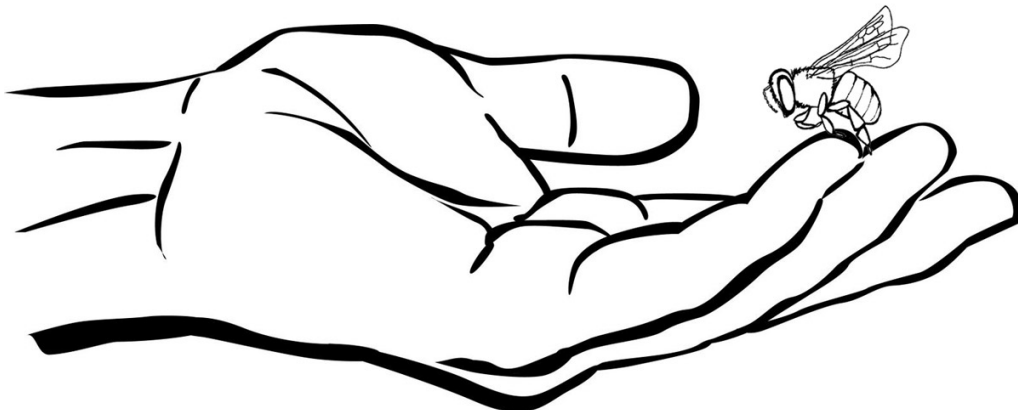
Duration - 2 hours

Please read instructions given before each question and answer accordingly. All questions to be answered in the space provided within the question paper.

PART 1: Question A

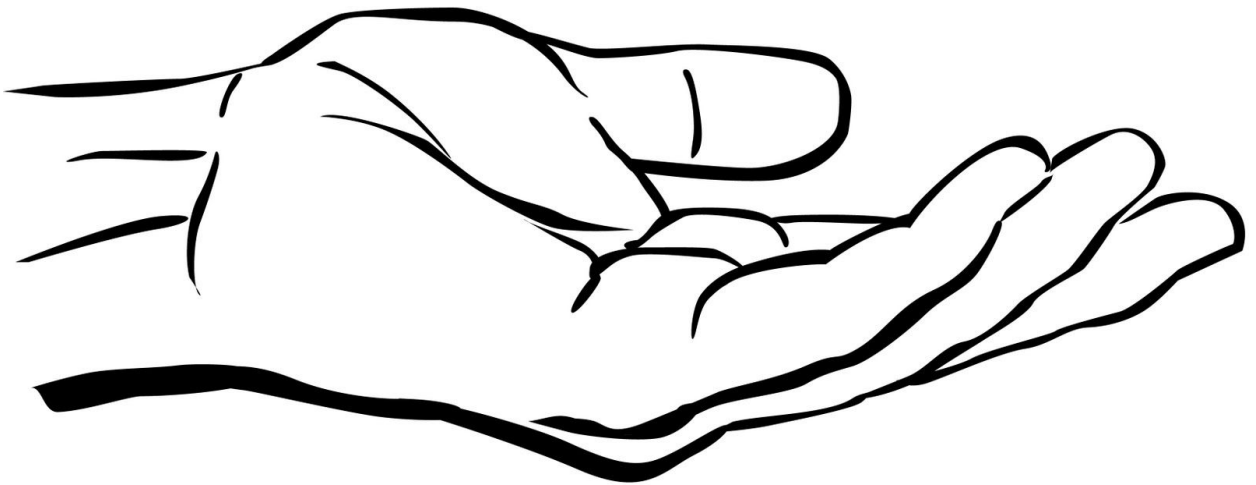
The image below shows a bee sitting on a hand. The size of the bee is in proportion to the drawing of the hand. Choose any *1 article* from the list and draw it on the hand in the correct scale. The article should rest on the hand in a realistic manner.

Sample image:



Choose 1 article from this list. Circle the chosen article:

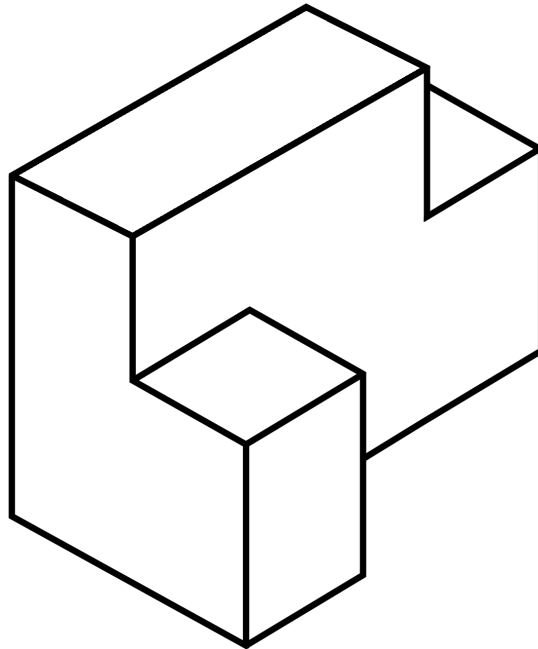
(1) *needle*, (2) *Lota*, (3) *Light bulb* (4) *suitcase (cabin baggage size)*



PART 1: Question B

How many surfaces are there in the given 3-dimensional figure. The surfaces that are not visible are flat. Circle the correct answer:

Number of Surfaces: (a) 9, (b) 10, (c) 11, (d) 12 (e) more than 12

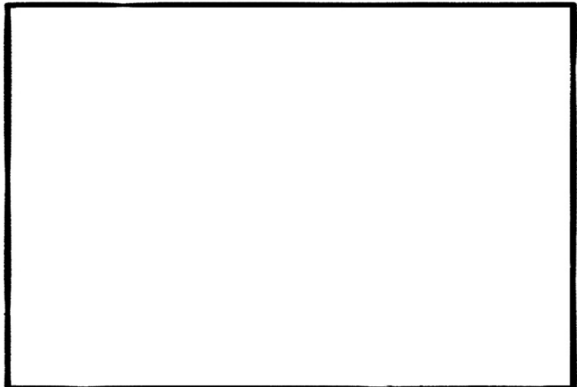
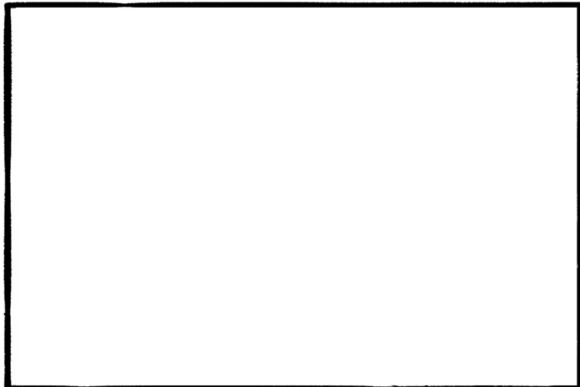
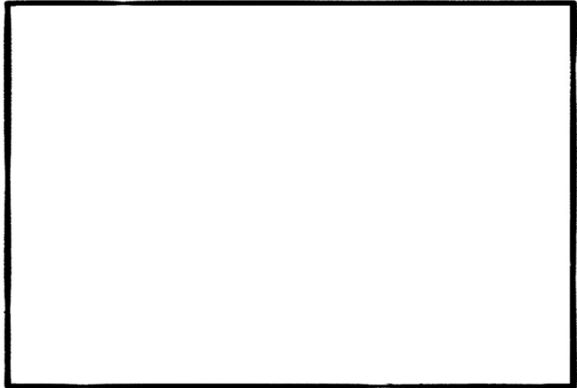
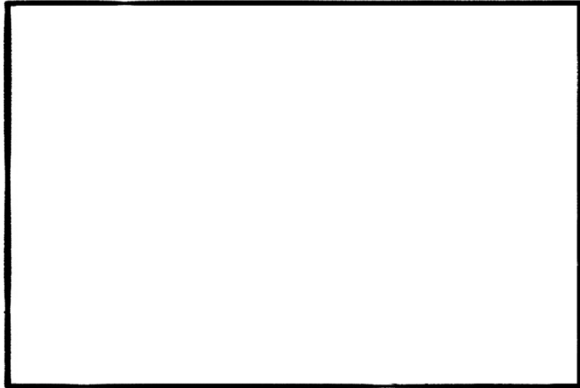
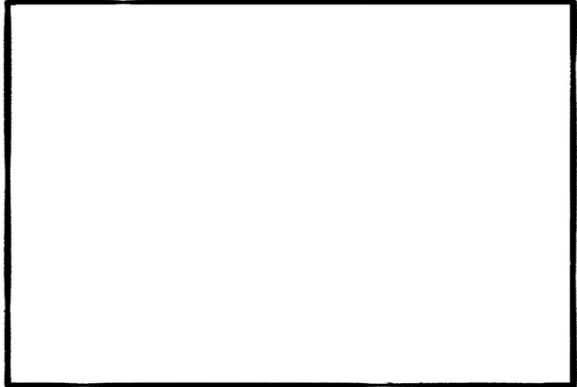


PART 1: Question C (Answer both sections [i] and [ii])

- (i) Look at the storyboard. It is the beginning of a super-hero story. Use the empty frames provided to tell the rest of the story. Use as many frames as you need (though it is not necessary to use all the frames). You can divide the frames as per your story.

Note: You will not be judged on your drawing skills. We want to know how you can tell a story!

- (ii) In 150-250 words describe the story you have drawn.



In 150-250 words describe the story you have drawn.

PART 2

There are 10 questions in this section and each question carries 2 marks.

THERE IS NO CHOICE. ALL QUESTIONS MUST BE ATTEMPTED.
All questions are in boldface, options to select from are in italics.

1. Identify the artist (write name) under/next to the image.

Option: *M.F Hussain, Tagore, Miro, Ravi Varma, Picasso, Laxman Pai*



Name of artist _____



Name of artist _____



Name of artist _____



Name of artist _____

2. What is common to Kabir, Rahim, Chaitanya, Narsinh Mehta, and Surdas?

Circle only one option:

- a) *They are all North Indians*
- b) *They are all Bhakti poets*
- c) *They all were avatars*
- d) *They are all liberals*
- e) *They are under-privileged*
- f) *Have court case for economic offense*

3. Chhau, Yakshagana, Bhavai and Kathakali are all forms of...

Circle only one option:

- a) *Traditional Design*
- b) *Theatre*
- c) *Folk Songs*
- d) *Dance Drama*
- e) *Puppet-shows*
- f) *Regional films*

4. Against the title of the book put an author's name

Book Name	Author Name
Discovery of India	
My Experiments with Truth	
Hind Swaraj	
Gitanjali	
We or Our Nationhood defined	

(Author Options: Gandhi, Tagore, Veer Savarkar, MS Golwalkar, Nehru, Bhagat Singh)

5. Circle the sentence that is correct

- a) *There is only one Ramayan.*
- b) *There are only two Ramayanas.*
- c) *There are many Ramayanas.*

6. Phad, Pichhwai and Patachitra are forms of _____ (folk painting, folk song, folk theater, folk Dance) associated with state of _____ and _____ (Meghalaya, Orissa, Gujarat, Punjab, Haryana, Rajasthan)

7. Name three language families spoken in South Asia.

1. _____
2. _____
3. _____

**8. Potato, tomato and pepper came to India via _____,
but silk and paper came via _____.**

(Options: Silk Road, Vegetable market, High-way, Spice Route, Amazon, Big Basket)

**9. Classical music of India is primarily founded on the classification of _____
_____ (Option: color, time, temperament.
Gods, rasa, festival)**

10. Circle only one correct option:

- a) Contemporary Indian society and culture are all changing toward the new and the modern.
 - b) Contemporary Indian society and culture is a coexistence of the past with the present for future.
 - c) Contemporary Indian society and culture are all steeped in traditions that are critiques of the modern.
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PART 3

Choose any one (1) from the three questions below and write a substantive response.

1. If you were asked to create content for a series of short youtube tutorials for high school children interested in Design - what are some of the key themes, ideas you would deploy and why? What would be the tone? What would be the look and feel of the tutorials?
2. You are building a personal identity for yourself on LinkedIn, Instagram and Facebook. How would you choose to curate content for each and why? Content implies text, video, and photographs or any other visual medium. How would you structure a brand identity yourself?
3. The global climate crisis is widely acknowledged as one of the most serious threats facing the planet, yet it doesn't seem to interest a lot of young people. As an aspiring Communication Designer what do you think are some of the ways to get high school and college students interested?

Response:

