

**B.A. IN FASHION COMMUNICATION (BAFC)**

**Term-End Examination**

**June, 2012**

00032

**BFM-001 : INTRODUCTION TO DESIGN AND  
CREATIVE THINKING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

1. Please explain the following terms in a short summary : 5×4=20
  - (a) Lateral Thinking
  - (b) Graphic Design
  - (c) Design Process
  - (d) Design Principles
  - (e) Element of Design.
  
2. Name the key graphic designers of 20<sup>th</sup> Century and their contributions. 20
  
3. Write a brief summary on "National Design Policy". 20

4. Write a brief write - up on the following brands / companies and how they have successfully integrated communication design in their business strategy ? 4x5=20
- (a) India - times
  - (b) ebay
  - (c) Google
  - (d) Gucci / Dior
5. Write a book review in 1000 words of "Thinking Design" by S. Balaram. 20
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