

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2010

00595

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions given below.

SECTION—1

GENERAL KNOWLEDGE AND AWARENESS

1. What is Bahaus and Ulms contribution to modern design ? Please explain. 20
2. Does 'DESIGN' play a role in creating effective communication. 20

SECTION—2

CREATIVITY & INTERPRETATION

3. Write a short case study onto the following companies/brands and how they have integrated design into business to create competitive edge : **20**
- (a) Apple Inc.
 - (b) Google Inc.
4. If you were to design a magazine, would 'design process' help in facilitating a better designed product ? Outline the required steps that could be taken. **20**

SECTION—3

VISUALISATION & REPRESENTATION SKILLS

5. Draw 3 boxes of 5" × 5" inches and create a promotional campaign for : 20
- (a) Jewellery.
 - (b) Fashion garments.
6. Create a brief promotional strategy and through an Advertisement show a new communication design for "Timex Watches" based on their present gaps in branding and promotions. 20

SECTION—4

OVERALL UNDERSTANDING

7. Write a book review of Dr. Darlie Koshy's "INDIAN DESIGN EDGE" OR "Edward De Bono's Lateral Thinking". 20
8. Please explain the following words in a short summary : 20
- (a) Design.
 - (b) Ergonomy.
 - (c) Perception.
 - (d) Inclusive thinking.
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