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

**Term-End Examination**

**December, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : All questions are compulsory.*

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1. Please explain the following terms in a short summary : **5x4=20**
  - (a) Creativity
  - (b) Visual Communication
  - (c) Gestalt's Law
  - (d) Interface and Web graphics
  - (e) Typography
  
2. Write a brief summary on the emergence of the graphic design industry across the world. **20**

**OR**

Explain the significance of William Morris in the area of Visual Communication.

3. Describe briefly, as Case Studies, how the following companies/brands, have evolved their interface design according to consumer needs. **4x5=20**
- (a) Facebook
  - (b) You tube
  - (c) Blogger. com
  - (d) Apple Inc.
4. Write a brief summary on "UK Design Policy". **20**
5. Write a book review in **1000** words of "Lateral Thinking" by Edward De Bono. **20**
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