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

**Term-End Examination**

**June, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions given below.*

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**SECTION – 1**

**GENERAL KNOWLEDGE AND AWARENESS**

1. Write a brief history of Bahaus and Ulms and its influence on art, architect, graphic design, interior design, industrial design. **20**
  
2. Explain in details any of 3 out of 5 given for their technological innovation and design integration. **20**
  - (a) Mc Donalds
  - (b) Zara
  - (c) e - bay
  - (d) Fabindia
  - (e) I B M

## SECTION - 2

### CREATIVITY AND INTERPRETATION

3. Explain Design process for Fashion Design and Communication design separately in a flow chart form. 20
  
4. Design a Campaign for luxury brand "PRADA" after understanding its products, positioning and Consumer Segment". 20

### SECTION - 3

#### VISUALISATION AND REPRESENTATION SKILLS

5. Design a logo for brand "Ecofashion" Conveying the sustainable fashion as a core issue in 5 x 5 " inch box. 20
  
6. What is the impact of "Consumerism" on ecology and climate and how do you see future of living design. 20

## SECTION - 4

### OVERALL UNDERSTANDING

7. What are the variables that influence "Indian Design" ? Explain briefly. 20
8. Explain the following words in a short summary : 20
- (a) Design Thinking
  - (b) Space , form and structure
  - (c) Design Principles
  - (d) Elements of Design
  - (e) Prototype
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