

CEED 2011

Question Paper



Indian Institute of Technology Bombay

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Total		100 marks	

Visual Perception and Design Sensitivity

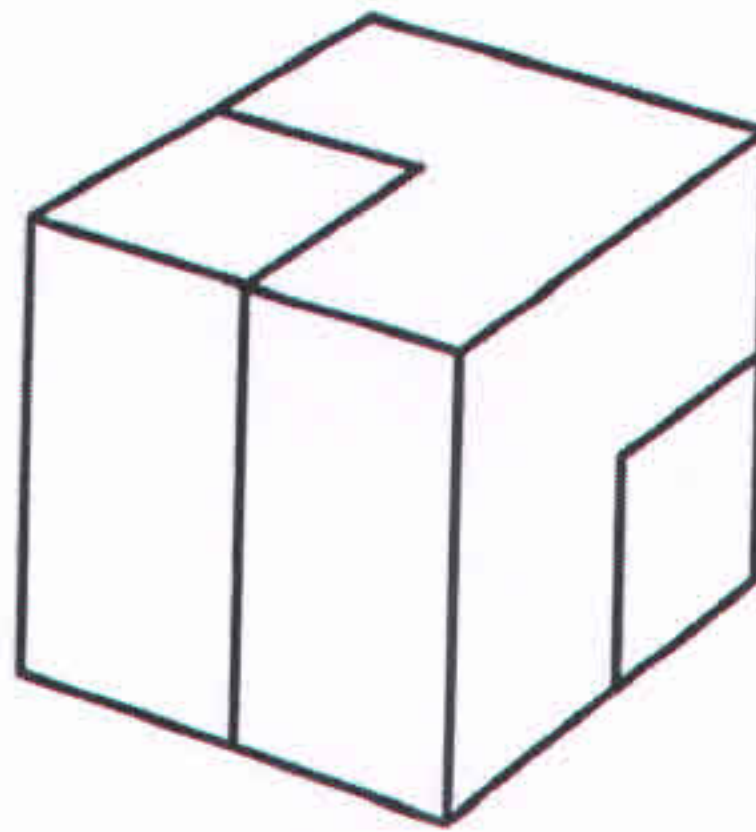
Question 1 (Answer all questions)

[15 Marks]

Q 1.1

[2 Marks]

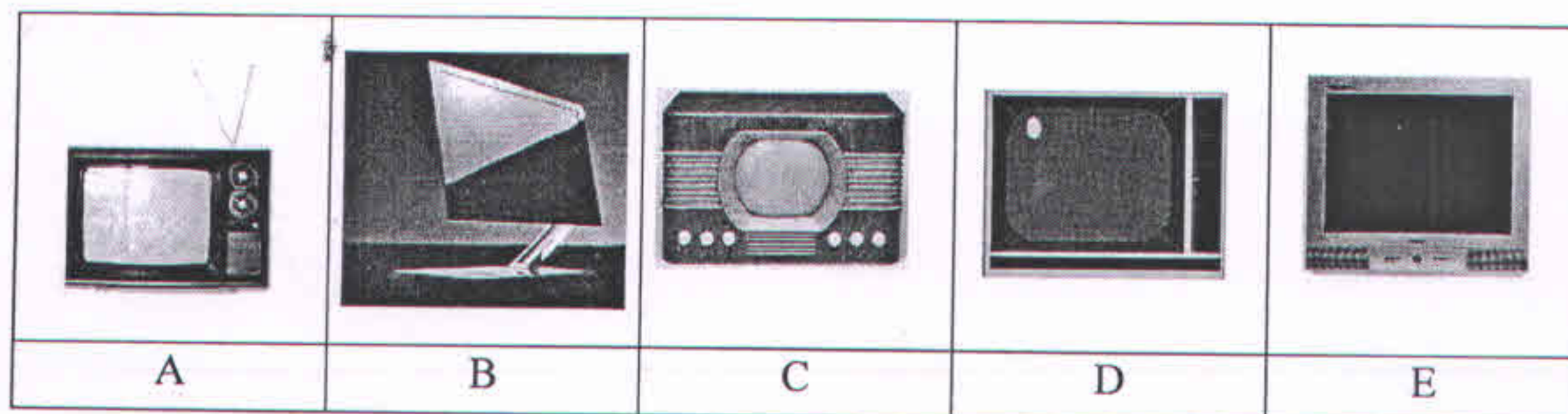
The drawing below shows a cube made of **two identical pieces**. Draw **one of these pieces in 3 dimensions**.



Q 1.2

[1 Mark]

Below are **5 images of televisions** that belong to different time periods, placed in a random order. Write down the correct sequence of the televisions according to the time period, from **present to past**, in the box provided below.



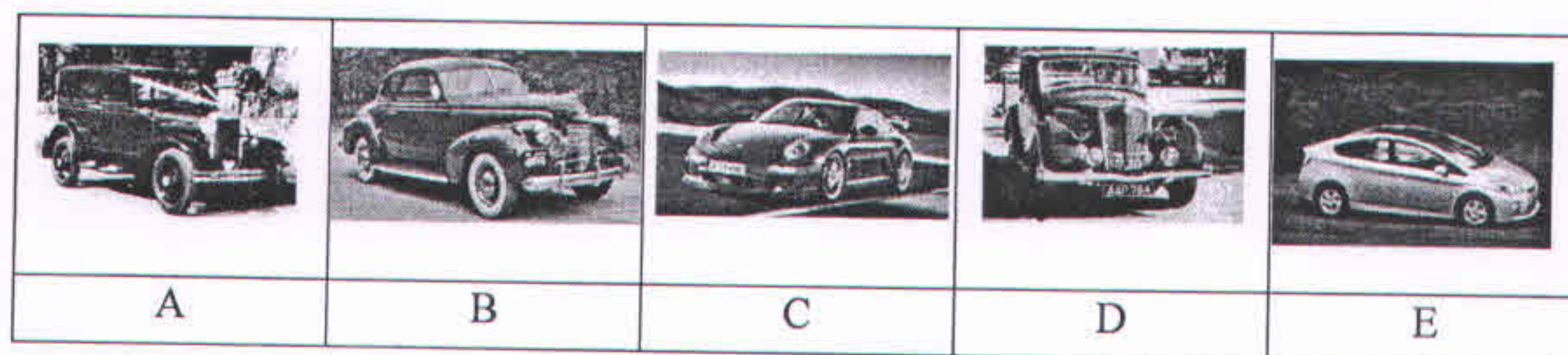
Present > Past

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Q 1.3

[1 Mark]

Below are **5 images of cars** that belong to different time periods, placed in a random order. Write down the correct sequence of the cars according to the time period, from **present to past**, in the box provided below.



Present > Past

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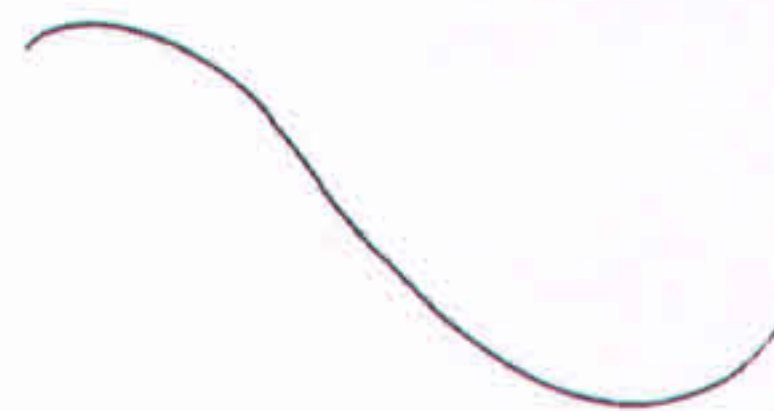
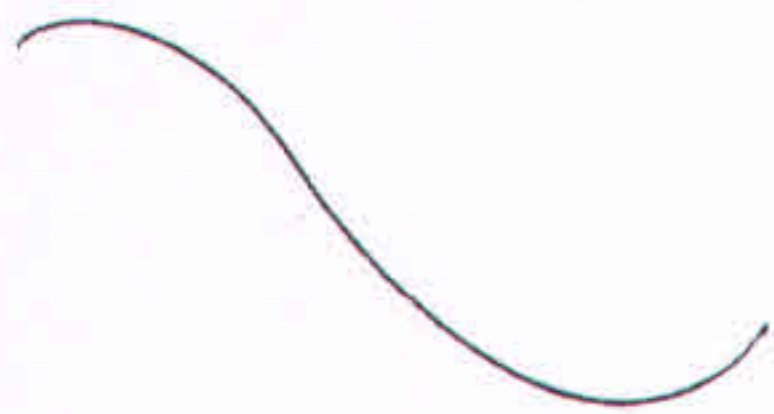
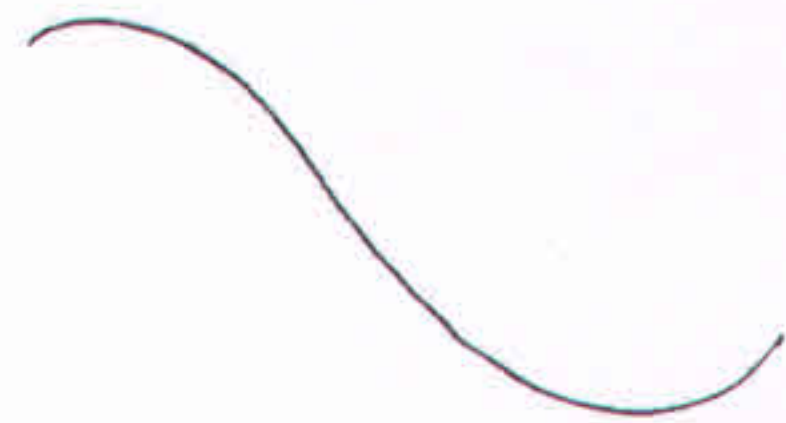
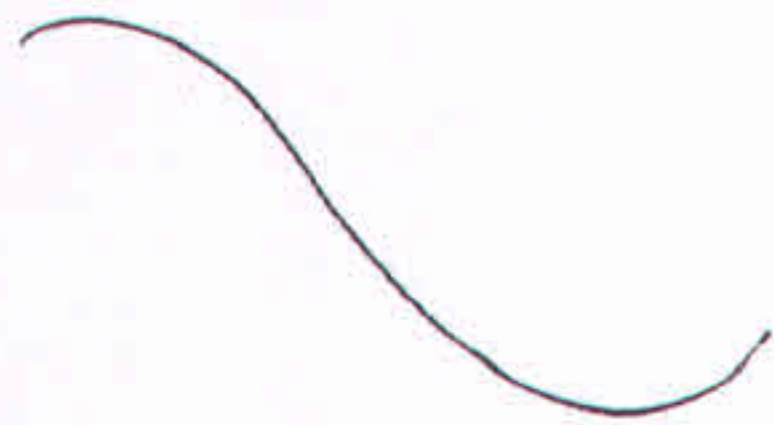
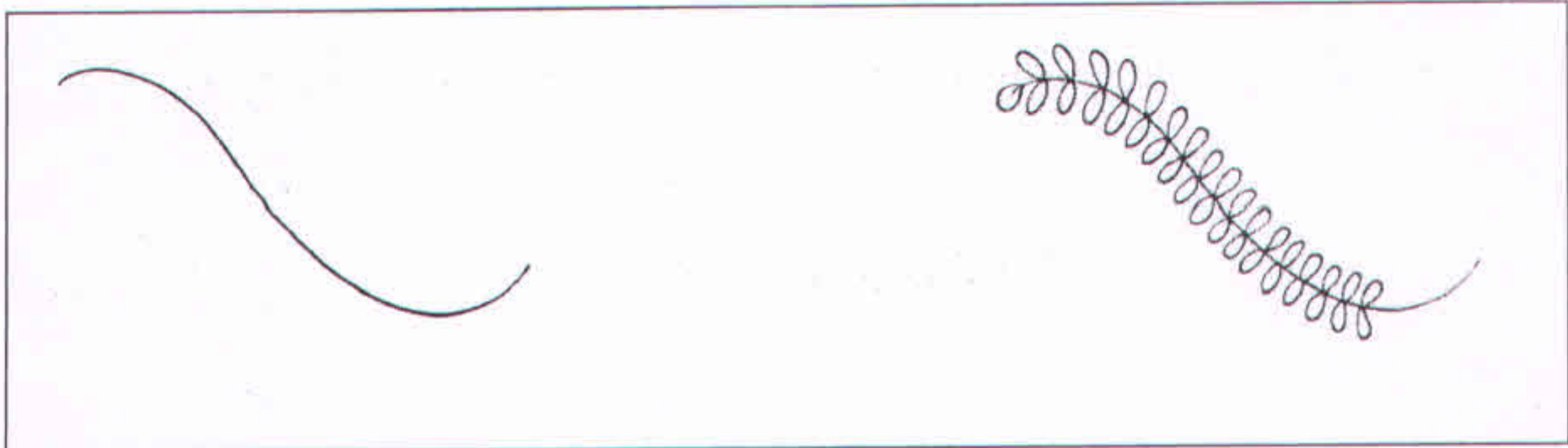
Q. 1.4

[2 Mark]

Below is a line. Visualize and Illustrate **4 different forms** by making use of the line.

Line

Example



Q 1.5

[4 Mark]

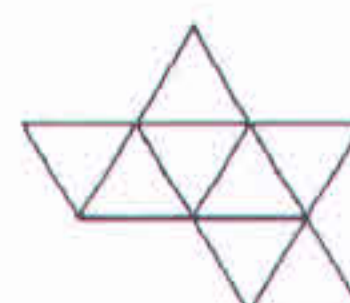
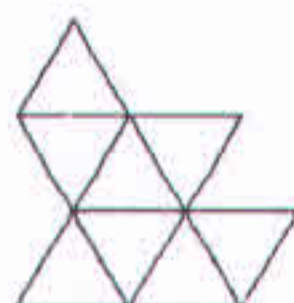
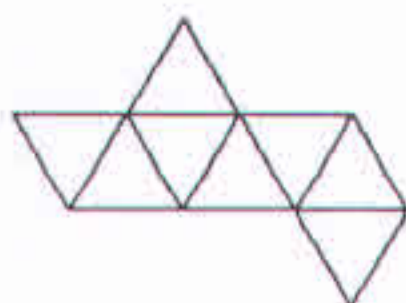
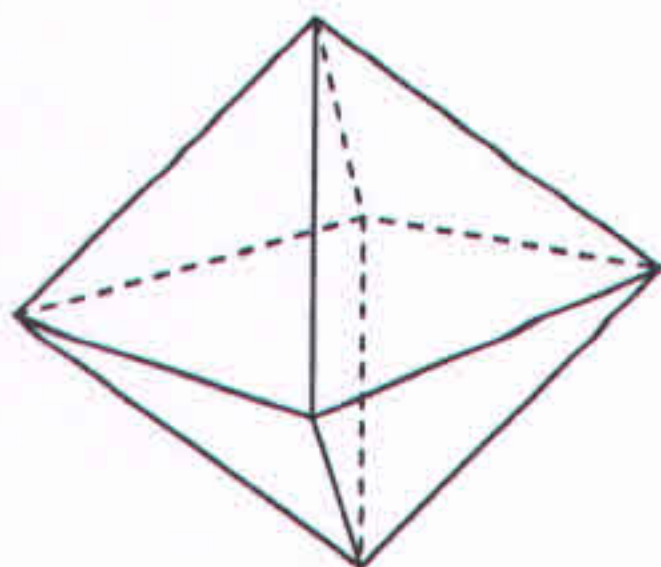
In the following sentence, there are some letters that do not match the main letter font (Times New Roman). **Identify and Circle the 8 odd fonts** that do not belong to letter font Times New Roman. Example: Letter A in the third line.

A QUICK BROWN
FOX JUMPS OVER
THE LAZY DOG

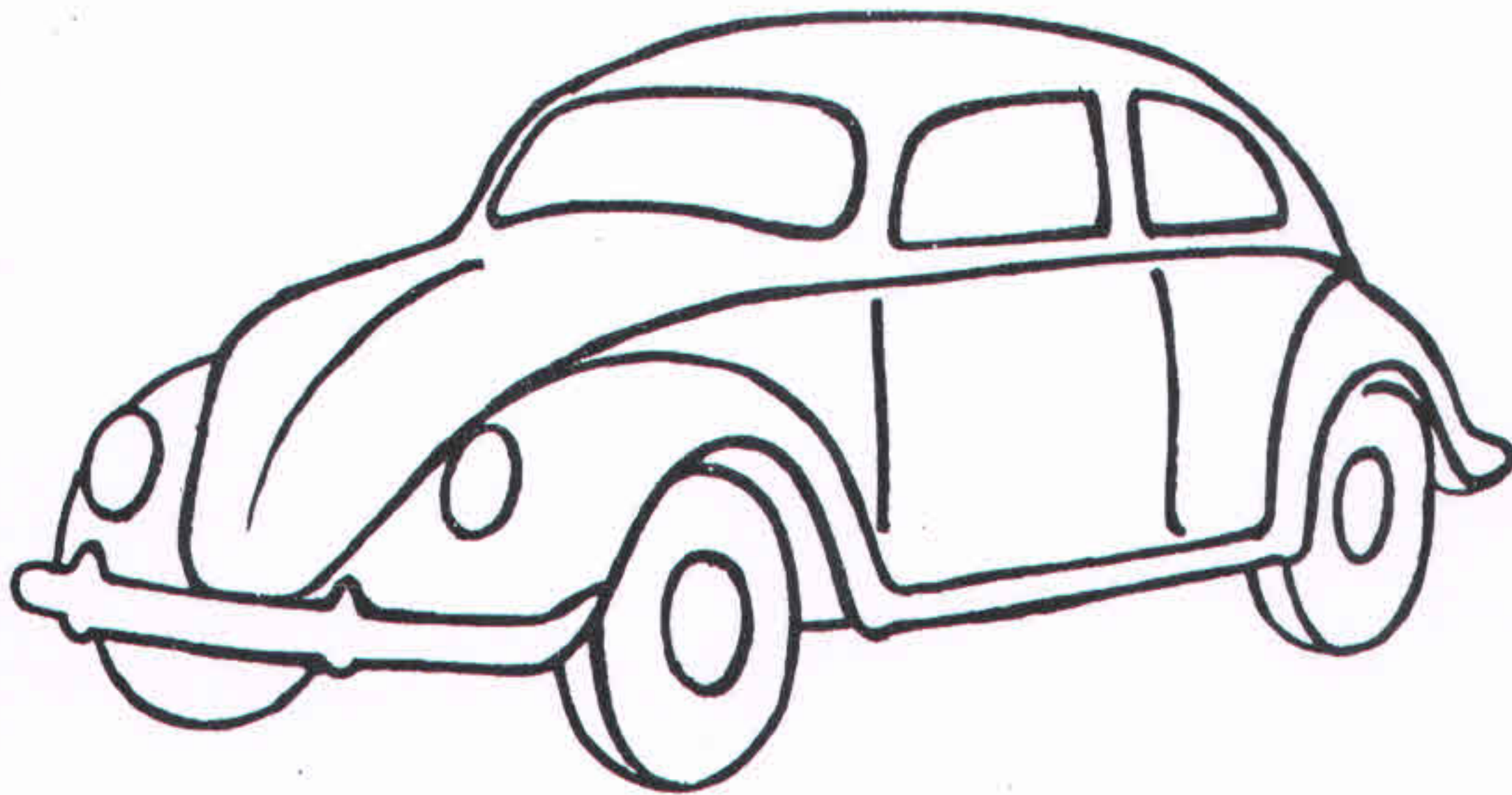
Q 1.6

[1 Mark]

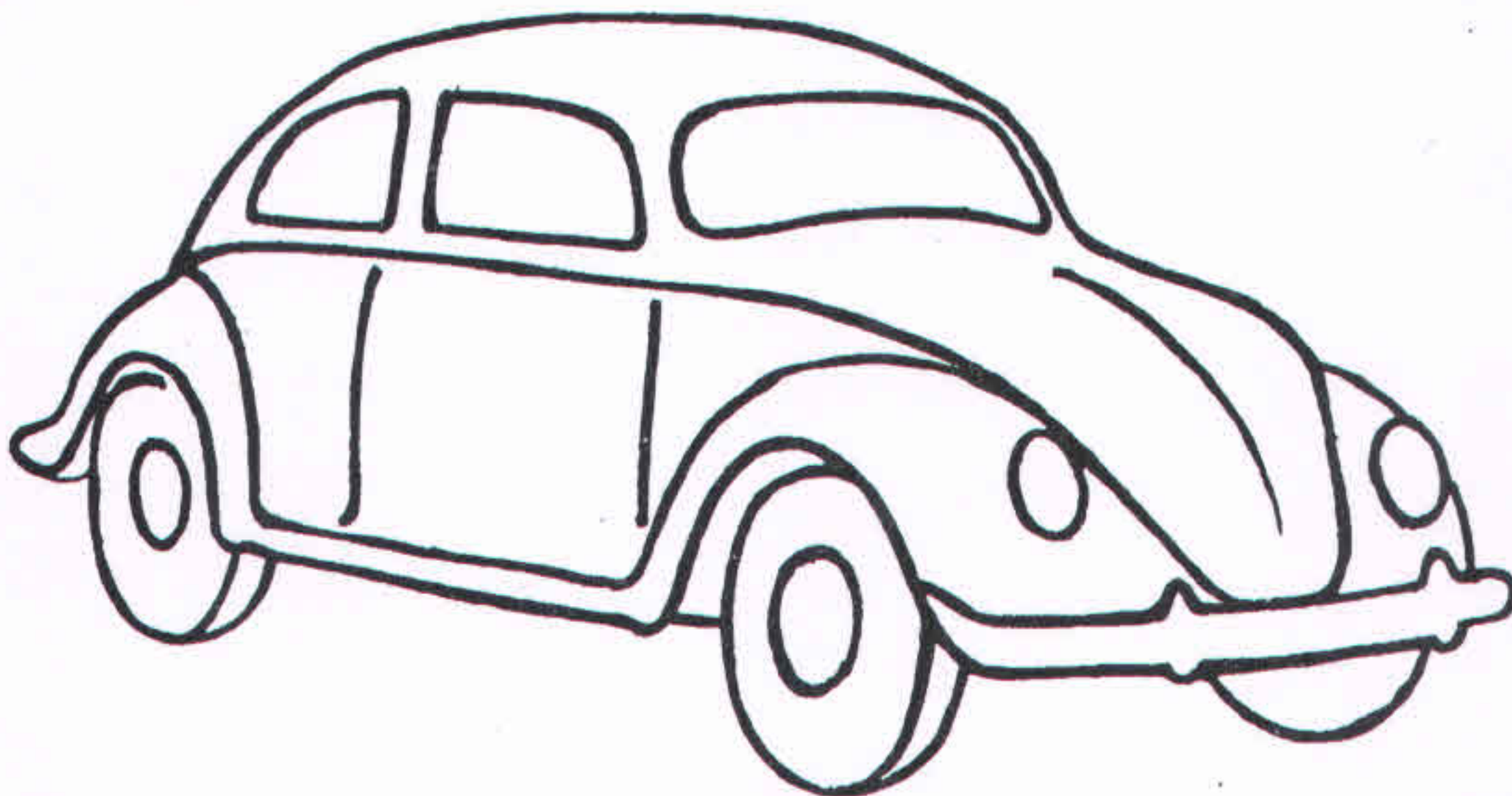
A tetrahedron is shown below made out of paper and 4 tessellations of the same. One of the 4 tessellation is wrong. Tick the wrong one.


☐
☐
☐
☐

Given below are two images of the same car. Use **minimum of two colours in each car** to depict the following two expressions – **Masculine and Feminine**.



Masculine



Feminine

Drawing Abilities and Skills

Question 2

[15 Marks]

Illustrate in perspective, a composition of an **Open Book** and a **Table Lamp**, with **light switched on**, placed on a flat surface.

The drawing needs to be done by **Freehand using black pencils** (Do not use any drawing instruments or colour pencils)

Evaluation criteria:

1. Composition and correctness of perspective [5 marks]
2. Correctness of light and shadow [5 marks]
3. Quality of lines [5 marks]

Rough Work

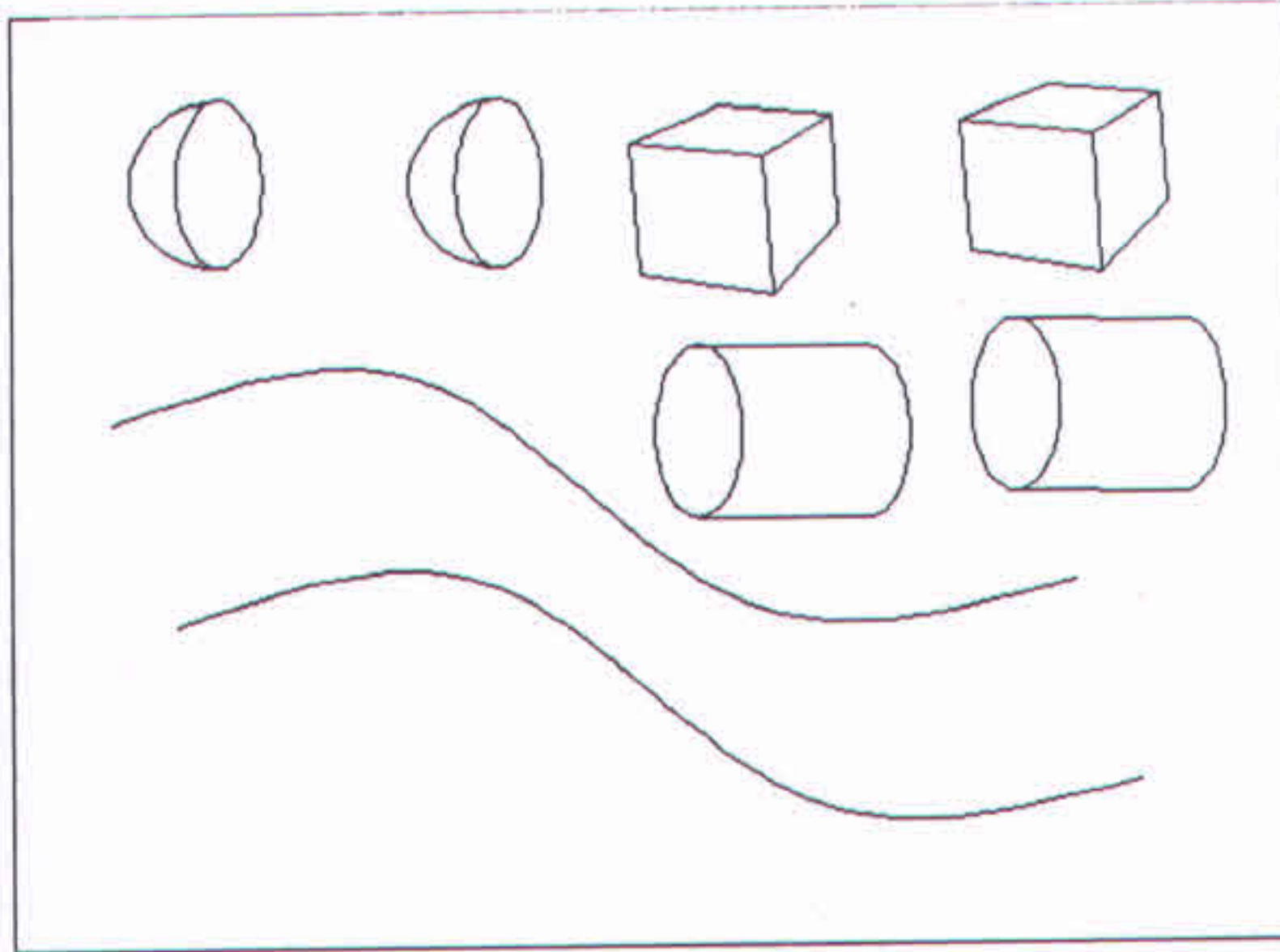
Creativity

Question 3

[20 Marks]

The following objects are available to you -

2 hemispheres, 2 cubes, 2 cylinders and 2 wires (flexible rods) as shown below.



Imagine **5 interesting** products made out of a combination of all **8 objects**. You can scale the objects to any size or dimension.

Represent your ideas with **neat sketches**, **name them** along with brief notes (if necessary) in the space provided.

Evaluation criteria:

Originality of Ideas

Idea No 1

Name & Brief Note:

.....

Idea No 2

Name & Brief Note:

.....

Idea No 3

Name & Brief Note:

.....

Idea No 4

Name & Brief Note:

.....

Idea No 5

Name & Brief Note:

.....

Problem Identification and Analysis

Question 4

[20 Marks]

Below is an image of the typical **Bus Stop** in India.



Identify **five unique problems** from point of view of the users.

- Write these **unique problems** briefly in the space provided.
- Illustrate a solution** for each of **these problems** with a sketch in the space provided.

Evaluation criteria:

- Identification of the each unique problem [10 marks]
- Appropriateness of your solutions [10 marks]

Problem Identification

.....

.....

Sketch of solution

Problem Identification

.....

.....

Sketch of solution

Problem Identification

.....

.....

Sketch of solution

Problem Identification

.....

.....

Sketch of solution

Problem Identification

.....

.....

Sketch of solution

Design Problem Solving

Question 5

[30 Marks]

Answer ANY ONE of the following questions A or B or C irrespective of the discipline you wish to pursue.

[A]

Problem Area: Product Design

Mobile phones have become quite popular as communication devices. Mobile phones do have great potential to address the special needs of the elderly.

Your task is to **Design a new mobile phone for elderly.**

- a. **Identify** at least **five distinct factors** essential for designing mobile phone for the elderly. Write briefly in the space provided.
- b. **Generate** at least **three concepts** through pencil sketches based on the factors identified above. Present these **pencil sketches** along with **brief notes** (if necessary) in the space provided.
- c. Synthesize your **final concept** and present this through drawing, showing the overall form and the design of its interface.

Evaluation criteria:

1. Identification of distinct factors [5 marks]
2. Originality of your alternate concepts [10 marks]
3. Appropriateness of your final solution [10 marks]
4. Quality of your presentation [5 marks]

Or [B]

Problem Area: Communication Design

A new business venture wants to introduce an original health drink made from organically grown vegetables.

Your task is to **Design a Logo/Symbol** to capture the essence of this brand (you are free to choose a name for your brand). You can make use of text, graphics or both.

a. **Identify** at least **five distinct factors** essential for representing the brand.

Write briefly in the space provided.

b. **Generate** at least **three concepts** through pencil sketches based on the factors identified above. Present these **pencil sketches** along with **brief notes** (if necessary) in the space provided.

c. Synthesize your **final concept** of the **Logo/ Symbol** and present this through drawing. You may use colours if necessary.

d. **Design the graphics for the label of a one litre pack** of the above mentioned health drink. You need to make use of your **final Logo/Symbol** in the **design of the label** for **packaging**. Present this in the space provided along with brief notes. (if necessary)

Evaluation criteria:

1. Identification of distinct features [5 marks]
2. Originality of your alternate concepts [10 marks]
3. Appropriateness of your final Logo/Symbol [5 marks]
4. Clarity of your final Label/Symbol Design for packaging [10 marks]

Or [C]

Problem Area: Animation Design

Tiger and sparrow are on the verge of extinction (belong to endangered species) in our country. It is necessary to bring focus and attention for protection of these species.

Create an interesting **comic strip of five key frames** involving a **tiger, sparrow** and **poacher** (a person who captures animals by laying a trap) with the use of text and images.

- a. Write the abstract of the **story in five lines**.
- b. Make at least **three alternate sketches** for each of the characters in the space provided
- c. Represent your storyboard in **five key frames** in the space allotted.
If necessary, you can make use of colours.

Evaluation criteria:

1. Abstract of the story [5 marks]
2. Appropriate portrayal of the characters [10 marks]
3. Originality of your story board (text and images) [10 marks]
4. Quality of your presentation [5 marks]

Answer: Tick

[A] or [B] or [C]

a. Five Distinct Factors for Product and Communication Design
OR

Abstract of the story for Animation Design

1.
2.
3.
4.
5.

b. Three Concepts for Product and Communication Design
OR

Three alternate characters for Animation Design

Sketch of solution 1 or Character 1.

Brief Note.....
.....

Sketch of solution 2 or Character 2.

Brief Note.....
.....

Sketch of solution 3 or Character 3.

Brief Note.....

Final Concept for Product

OR

Final Logo/Symbol for Communication Design

OR

Final Storyboard for Animation Design

Brief Note.....

Final Concept for Product Design

OR

Final Label for packaging for Communication Design

OR

Final Storyboard for Animation Design

Brief Note.....