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Reg. No.

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III Semester B.V.A. Degree Examination, March/April - 2022

PRODUCT DESIGN

HISTORY OF INDUSTRIAL DESIGN (Theory)

(CBCS Scheme 2019 Batch)



Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer all sections.

SECTION - AAnswer any 5 questions. **True OR False.****(5×2=10)**

1. Oscar Wilde helped wide spread the Art Novean Movement. (T/F).
2. Eillen Grey was associated with Bauhaus School of Design. (T/F).
3. Bakelite was the first mass produced plastic. (T/F).
4. George Gurdjeff inspired Russian - suprematists who later influenced the Bauhas School. (T/F).
5. Streamlined designs were inspired by the early Aviation technology and aerodynamics. (T/F).
6. Charles comfort Tiffany helped establish the Tiffany and Co., the famous jewellery brand. (T/F).

SECTION - B

Answer any 4 questions.

(4×5=20)

1. Why in Mid century modern design is considered so influential till this day?
2. Write a short description of Donald Norman and his contribution to contemporary design practices especially UX design filed.
3. Why in Apple's physical products compared to Dieter Ram's Designs and what is the reasons behind the success of Apple Products?

[P.T.O.]



(2)

29235

4. Write a short note on Human Centered Design and its impact on contemporary design practice?
5. Write a short note on any of the female designers of the Bauhaus school of Design.

SECTION - C

Answer any 3 questions.

(3×8=24)

1. How did the space Age influence mid century modern 'Design and its pioneers'?
2. Write a short note on Gustav stickley's contribution to Arts and Crafts movement and his contribution to furniture Design Industry?
3. Write a short detailed note on the Aesthetic Design movement, its key figures, impact and influences.
4. Write down the key differences between Art Deco and Bauhaus school of Design.

SECTION - D

Answer any 1 Question.

(1×16=16)

1. Write a detailed note on Bakelite? Why and when was it introduced? It's first set of applications? It's impact on the design industry and on the environment.
 2. Write a detailed note on how Arts and Craft's movement lead to the revitatisation of the crafts based industries and Medieval art? Why did it move away from the concept of mass production that was the norm of victorian era industrial manufacturers?
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