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Reg. No.

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

ANIMATION & MULTIMEDIA DESIGN

Theory of Design

Paper : (Theory)

(CBCS Scheme 2018 Batch)



Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Illustrate wherever necessary.

SECTION - A

I. Answer any **Five** questions.

(5×5=25)

1. What is Gestalt theory? Explain any two laws with suitable examples.
2. Who is Robert Sommer? Explain his contribution to design theory with an one suitable example.
3. Explain the Maslow's hierarchy of needs in a diagrammatic representation in your own words.
4. What is a built environment? How does it help and impact in lives?
5. Define personal space. Discuss and explain the contribution of Irwin Altman.
6. Define environmental psychology. How does this knowledge help in architecture and interiors?

SECTION - B

II. Answer any **two**.

(2×10=20)

1. Explain how ergonomics influence design. Give examples from various contexts to justify your thoughts. Illustrate with examples if necessary.
2. Write an essay on how design is evolved as a tradition over a period. Identify few design products or methods from your culture and explain how they are a part of the tradition.

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3. How design research is important in innovation? Give an account of different steps in design research of any one of your researched project with illustrations and figures it required.

SECTION - C

III. Answer any **two**.

(2×12.5=25)

1. Elaborate on how can we educate people to use the natural resources like solar, wind and biogas and exploit the possibilities of these to generate energy/electricity for economic sustainability and help to save earth from global warming.
 2. Write down the various stages involved in bamboo product design and development, starting from its selection and treatment to till the final finished and polished stage give an example of a product and highlight and elaborate on vital factors that need to be kept in mind while bending the bamboo. Write 10 important features of bamboo as a material.
 3. Write down/explain about five stages of product development and parameters to be considered while doing the designing a bio - kitchen within 70-80 square feet space, keep in mind about the economic factors and details about the space utilization while answering, stressing upon, compact, modular and multipurpose use.
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