



29571

Reg. No.

--	--	--	--	--	--	--	--

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

**PRODUCT DESIGN****Theory of Design-1****(CBCS -2019 Batch Scheme)****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:**

Answer all the questions.

**SECTION - A****Answer any FIVE Questions.****(5×2=10)**

1. \_\_\_\_\_ Ergonomics deals human body responses to physical & Physiological responses.
2. \_\_\_\_\_ deals with the human body measurement.
3. \_\_\_\_\_ research deals with gathering data from internet books & other forms of media.
4. \_\_\_\_\_ deals with human perception of form.
5. \_\_\_\_\_ is the tendency to complete an incomplete shape to rationalize the whole.
6. \_\_\_\_\_ is a set of guiding principle based on studying human behaviour.

**SECTION - B****Answer any FOUR questions.****(4×5=20)**

1. Write a short note on qualitative research process?
2. Write a short note on dark pattern in cognitive ergonomics.
3. Write a short note cognitive ergonomics & its role in human machine interface design?
4. What are semantic & Syntactic elements in Ahman's film genre theory?
5. Write a short note on the following.
  - a) Pragnanz.
  - b) Multisablity.

**[P.T.O.]**



(2)

29571

**SECTION - C**

**Answer any THREE questions.**

**(3×8=24)**

1. Explain in brief the following terms in design research.

- a) Immersion.
- b) Exploration
- c) Intervention.
- d) Demonstration.

2. Write a short note on the four human cognitive functions & limitations?

3. Explain the following.

- a) Intimate distance.
- b) Personal distance
- c) Social distance.
- d) Public distance.

4. Explain your understanding of affordance in design & how is it different from dark pattern in cognitive ergonomics?

**SECTION - D**

**Answer any ONE questions.**

**(1×16=16)**

1. Write a short note on maslow's hierarchy of need & its current application ironically in advertisement industry?

2. Write a short note on how proxemics was applied in ancient Indian temples?

---