

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034****M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION****FIRST SEMESTER – NOVEMBER 2023****PVC1MC02 – DESIGN THINKING**

Date: 03-11-2023

Dept. No. 

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**SECTION A – K1 (CO1)****Answer ALL the questions****(5 x 1 = 5)**

- |    |                  |
|----|------------------|
| 1  | Definitions      |
| a) | Logical thinking |
| b) | Innovation       |
| c) | Proportion       |
| d) | Movement         |
| e) | Visual hierarchy |

**SECTION A – K2 (CO1)****Answer ALL the questions****(5 x 1 = 5)**

- |    |                        |
|----|------------------------|
| 2  | Describe the following |
| a) | Emphasize              |
| b) | Convergent thinking    |
| c) | Sketching              |
| d) | Agile prototyping      |
| e) | Creative culture       |

**SECTION B – K3 (CO2)****Answer any THREE of the following****(3 x 10 = 30)**

- |   |  |
|---|--|
| 3 | Elaborate on the divergent thinking process and its uses with examples       |
| 4 | Show the uses of user interviews in the contemporary times                   |
| 5 | What are the key takeaways from the book “dont make me think” by Steve Krug? |
| 6 | Elaborate the uses of design thinking  |
| 7 | How far is empathising with the user essential to create a useful product    |

**SECTION C – K4 (CO3)****Answer any TWO of the following****(2 x 12.5 = 25)**

- |    |   |
|----|---|
| 8  | Define the uses of inspiration and references with examples   |
| 9  | Compare the differences between ideation and prototyping  |
| 10 | Differentiate hypothesis and bodystorming with examples   |
| 11 | Connect the benefits of understanding the functionality of an existing government scheme before designing an app for the scheme |

**SECTION D – K5 (CO4)**

**Answer any ONE of the following** (1 x 15 = 15)

12 Explain the ideating process and how its applicable in the industry today

13 Recommend your suggestions on how to implement changes after testing the prototypes for an mobile app

**SECTION E – K6 (CO5)**

**Answer any ONE of the following** (1 x 20 = 20)

14 Write about storytelling through design thinking process? Explain the rationale with examples

15 Produce an list of to do list while approaching an user for user interviews and how to conduct the interview.

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