



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2025

PVC1MC02 – DESIGN THINKING



Date: 25-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A – K1 (CO1)	
	Answer ALL the questions (5 x 1 = 5)
1	Define
a)	Design
b)	Lateral Thinking
c)	Creativity
d)	Prototype
e)	Visual thinking
SECTION A – K2 (CO1)	
	Answer ALL the questions (5 x 1 = 5)
2	Define
a)	Ideate
b)	Visualization
c)	Mind mapping
d)	Participatory Design
e)	Analyse in design thinking
SECTION B – K3 (CO2)	
	Answer any THREE of the following in 100 words each. (3 x 10 = 30)
3	Illustrate how user-centered design enhances product usability.
4	Describe how empathy mapping contributes to effective product development.
5	How is visualisation used to improve clarity in communication?
6	Show the uses of design thinking in the media world today
7	Demonstrate the purpose of divergent thinking with examples
SECTION C – K4 (CO3)	
	Answer any TWO of the following in 200 words each. (2 x 12.5 = 25)
8	Point out the differences in thinking pattern
9	Differentiate empathy and sympathy with examples in production
10	How would you improve selling by improving your product value?
11	Explain different design thinking phases
SECTION D – K5 (CO4)	
	Answer any ONE of the following in 500 words (1 x 15 = 15)
12	Recommend best practices: the arrangements of icons in any e-commerce website to influence buying behaviour
13	Elaborate an idea to create a social media addiction mobile app using Napkin Pitch method
SECTION E – K6 (CO5)	
	Answer any ONE of the following in 1000 words (1 x 20 = 20)
14	Give your suggestions for governments for any one of the UN SDG goal using design thinking.
15	Design an idea to create an e-learning app for college students.

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