## LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION



## PVC1MC02 - DESIGN THINKING

Date: 25-04-2025	Dept. No.	Max.: 100 Marks
Time: 09:00 AM - 12:00 PM		

Answer ALL the questions (5 x 1 = 5)  Define  Design  Lateral Thinking  Certaivity  Prototype  Visual thinking  SECTION A – K2 (CO1)  Answer ALL the questions  SECTION A – K2 (CO1)  Answer ALL the questions  (5 x 1 = 5)  Define  I deate  Nind mapping  Participatory Design  Analyse in design thinking  SECTION B – K3 (CO2)  Answer any THREE of the following in 100 words each.  Busilisation used to improve clarity in communication?  Show the uses of design thinking in the media world today  Demonstrate the purpose of divergent thinking with examples  SECTION C – K4 (CO3)  Answer any TWO of the following in 200 words each.  Cas and ye		CECTION A V1 (CO1)				
1 Define a) Design b) Lateral Thinking c) Creativity d) Prototype e) Visual thinking  SECTION A – K2 (CO1)  Answer ALL the questions 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 cach. J Describe how empathy mapping contributes to effective product development. How is visualisation used to improve clarity in communication? Show the uses of design thinking in the media world today Demonstrate the purpose of divergent thinking with examples  SECTION C – K4 (CO3) Answer any TWO of the following in 200 words each. Differentiate empathy and sympathy with examples  SECTION C – K4 (CO3) Answer any TWO of the following in 200 words each. Differentiate empathy and sympathy with examples in production Differentiate empath						
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10   Design an raca to create an electring appitor conege statems.	15	Design an idea to create an e-learning app for college students.				

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