

ADMISSIONS 2014-15

Design
Aptitude
Test for
PGDPD

11th
January,
2014.
Saturday

TOTAL TIME: 3 HOURS
TOTAL MARKS: 50

172715

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	MAX. MARKS	MARKS OBTAINED	EVALUATOR'S SIGNATURE
Q1	07	① ② ③ ④ ⑤ ⑥ ⑦	
Q2	07	① ② ③ ④ ⑤ ⑥ ⑦	
Q3	07	① ② ③ ④ ⑤ ⑥ ⑦	
Q4	07	① ② ③ ④ ⑤ ⑥ ⑦	
Q5	07	① ② ③ ④ ⑤ ⑥ ⑦	
Q6	07	① ② ③ ④ ⑤ ⑥ ⑦	
Q7	08	① ② ③ ④ ⑤ ⑥ ⑦ ⑧	
TOTAL	50		



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

172715

INSTRUCTIONS FOR THE CANDIDATE

- Write only your candidate id in the specified place given on this page.
- Do NOT write your name anywhere in the booklet. This may lead to disqualification.
- There are 7 questions in this test.
- Read all the questions carefully.
- You may attempt the questions in any order you prefer.
- Follow the instructions given by the invigilator.
- Any candidate found copying or receiving assistance or giving assistance during the examination is liable for disqualification.
- On completion of the test, you must hand over this booklet to the invigilator before leaving the examination hall.

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CANDIDATE ID AS WRITTEN ON YOUR HALL TICKET

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ONLY IF YOU HAVE APPLIED FOR
ANOTHER DISCIPLINE: CANDIDATE ID OF THE
2ND DISCIPLINE ID AS WRITTEN ON YOUR HALL TICKET

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INVIGILATOR'S SIGNATURE

Question 1. (7 marks)

Choose ANY ONE creature and ANY ONE object from the list given below. Imagine and visualize how the selected creature will combine with the selected object to create a novel and unique entity.

CREATURE: Elephant / Crow / Caterpillar

OBJECT: Car / Bulb / Gas Stove

Represent your ideas through a combination of sketches and words in the space provided below.

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Question 2. (1 x 7 = 7 marks)

Recollecting your observations, explain in words and/or images SEVEN DIFFERENT PROBLEMS related to 3 to 7 year old children's safety while travelling in ANY ONE of the following—

(a) Train

(b) Bus

(c) Plane

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Question 3. (1 x 7 = 7 marks)

The following questions are based on your world view. Give the answers as directed.

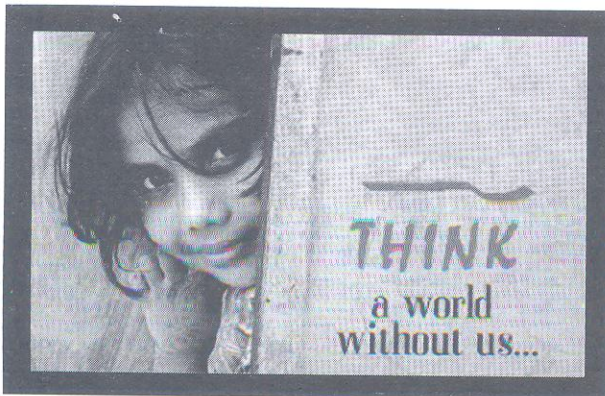
(3a) If Earth's Moon and planet Mars were to meet over a cup of tea, what will be the one common thing both may have to say about India?

(3b) If Mr. Tiger Woods were to meet Mr. Lance Armstrong, what is the common thing they will agree they should not have done?

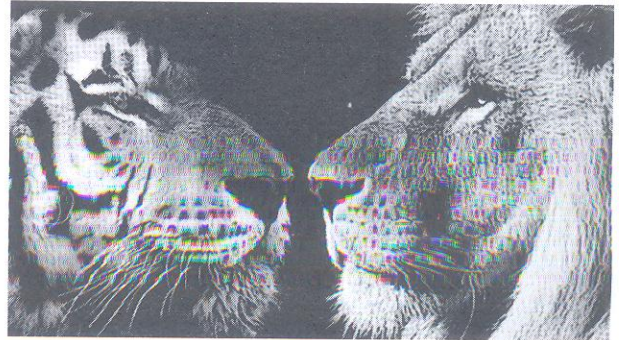
(3c) If you were in Gaurikund on the 28th of June 2013, what rare event would you have encountered?

The images given below are related to some of the issues and news items currently in the media. Identify the issue and mention the same under each image.

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(3d) _____



(3e) _____



(3f) _____

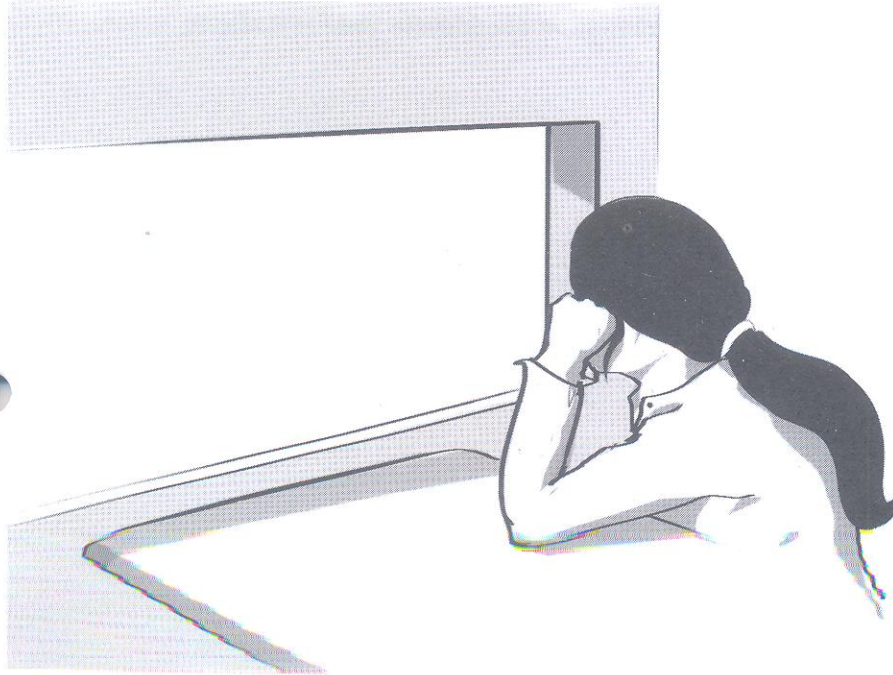


(3g) _____

Question 4. (2 + 1 + 4 = 7 marks)

Study the given picture carefully. Draw an umbrella in the visual to create a story which is expressing the feeling of either of the following – humour OR disgust.

Mention the title of the story. Communicate your story in ONLY FIVE sentences.



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Title: _____

1) _____

2) _____

3) _____

4) _____

5) _____

Question 5. (7 marks)

One of the enjoyable features of college is the Annual Day. Organising these 'days' is a logistic exercise in itself and turning the day into a success requires not only management skills but application of creative thinking to make the event appealing to all who attend.

Suggest and depict three creative ways in which you, as part of the organizing team of your college's Annual Day, would effectively use a combination of a bicycle and FM Radio to increase the appeal of your event.

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Question 6. (7 marks)

As a designer, you will frequently have a need to advertise your creations to bring it to the attention of people. An advertisement is a failure if it doesn't grab attention through words or pictures.

Select ANY ONE of the following pairs of words and compose a poster containing a visual and a slogan for an advertising campaign for a product of your choice. The slogan must contain both words from the pair chosen.

- (a) Hot & Ice
- (b) Heavy & Feather
- (c) Stink & Rose

Mention the selected product and create the poster in the given space.

OR

Are you tired of uninspired and uninspiring objects – boring, same as ever, unchanging and monotonous? Well, here is your turn to show that you can imagine something eye-catching and exciting, something that no one could accuse of being “the same old stuff.”

List any five attributes of a tree. Choose ANY TWO of them. Using the selected attributes as an inspiration, create and depict a handbag in the given space.

Explain in a sentence each, how the selected attributes are associated with the handbag you depicted.

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Question 7. (1 x 8 = 8 marks)

In the given space, articulate and illustrate EIGHT DIFFERENT WAYS you would use a pencil for gardening purpose.

OR

In the given space, articulate and illustrate EIGHT DIFFERENT WAYS you would use your old toothbrush for exercising purpose.

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used for rough work.

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