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BARCH
(SEM VIII) THEORY EXAMINATION 2017-18
ADVANCED BASIC DESIGN

Time: 3 Hours

Total Marks: 100

Notes:

- Attempt all sections.
- Assume missing data, wherever necessary.

SECTION-A

Q.1. Attempt all parts. All parts carry equal marks. Write answer of each part in short. (2X10=20)

- a) What is Balance?
- b) What is contrast?
- c) What is trichrome color scheme?
- d) What is deference between proportion and scale?
- e) What is texture?
- f) What do you mean by creative?
- g) What do you understand by rhythm?
- h) What is font?
- i) What is brainstorming?
- j) What is rationalism?

SECTION-B

Q.2. Attempt **any five** questions from this section. (10X5=50)

- a) Discuss the process of mind mapping.
- b) What do you mean by quick fixes solutions?
- c) Explain empathy with the user.
- d) Discuss the design process of logo design.
- e) How to provide solutions as quick fixes?
- f) Explain reverse brainstorming with example.
- g) Explain experiential quality in design.
- h) Discuss the exploration in visual abstraction.

SECTION-C

Q.3. Attempt **any two** questions from this section. (15X2=30)

- a) Describe the process of disruption. Explain out of the box examples to justify.
- b) Explain with example the fundamental centered approach in creating better solution.
- c) Explain the importance and techniques of branding by the process of problem solving.