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**324403**

**May-2026**

**B.Sc. Animation and Multimedia-IV SEMESTER**

**Design Thinking**

**(AMU-206-V)**

Time : 3 Hours] [Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

## PART–A

**1.** (a) Define Design Thinking and explain its relevance in creative problem solving. (1.5)

(b) Explain the role of research in design thinking. (1.5)

(c) Define target groups in the context of user-centric design. (1.5)

(d) What is brainstorming and why is it important during ideation? (1.5)

(e) Explain the concept of value and inclusion in idea generation. (1.5)

(f) Define visual metaphors with reference to design communication. (1.5)

(g) Explain the importance of learning and feedback in the design process. (1.5)

(h) What is meant by implementation in design thinking? (1.5)

(i) Explain the role of colour thinking in design refinement. (1.5)

(j) What is personification as a refinement technique? (1.5)

**PART–B**

2. (a) Explain the importance of colour, proportion, and typography in refining a design concept. (10)

(b) Analyze different idea generation techniques such as brainstorming, sketching and inspiration references. (5)

3. (a) Discuss prototyping as a learning tool. Explain different types of prototypes and their role in testing design ideas. (5)

(b) A company wants to design a new logo that represents sustainability and eco-friendliness. Explain how the concepts of visual metaphors, thinking in colour, and brainstorming can be used to develop this logo. (10)

4. A startup wants to create packaging for a new organic food product aimed at young consumers.

Explain how research, idea generation, prototyping, and implementation stages can be applied to design effective packaging. (15)



5. (a) Explain the role of visual thinking in design refinement. Discuss thinking in images, signs, and shapes with suitable examples. (5)

(b) An NGO wants to create awareness about waste segregation in urban areas. Use design thinking principles to develop an effective communication design strategy. (10)

6. (a) Explain all the stages of the design thinking process and discuss their interrelationship in solving complex design problems. (10)

(b) Discuss the use of humour, appropriation, and personification as creative tools in design communication. (5)

7. A college wants to redesign its student ID card to make it more attractive and functional.

Explain how you would apply the Design Thinking process from research to implementation to create an improved ID card design. (15)

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