

C-4584

Sub. Code

81851/81951

B.Des. DEGREE EXAMINATION, APRIL 2025

Fifth Semester

PRINTING TECHNOLOGY

**(Common for B.Des., Communication Design/
Industrial Design)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is make-ready operation?
2. Tell the importance of printing.
3. Tell the importance of automatic plate fixing.
4. Brief on applications of colour printing.
5. List the components of dryer.
6. What is dryer?
7. Write any two uniqueness of screen printing.
8. List any two components of screen printing.
9. Tell the advantages of digital printing.
10. Why computer control is needed for digital printing?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Outline the importance of multi colour printing.

Or

- (b) Differentiate between mono colour and multi colour printing.

12. (a) Explain about applications of colour printing.

Or

- (b) Describe the colour printing process.

13. (a) Elaborate on the principle of working of a dryer.

Or

- (b) Outline the importance of dryer.

14. (a) Explain on the essential components of screen printing.

Or

- (b) Briefly write on the aspects affecting screen printing quality.

15. (a) Why is digitalization important to printing process? Justify it.

Or

- (b) Summarize about applications of digital printing.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the process of multi colour printing.

Or

- (b) Discuss about dryer applications in commercial purpose.

17. (a) Write in detail about historical development of screen printing in India.

Or

- (b) Discuss on advantages of screen printing.

18. (a) Elaborate on the characteristics of digital printing.

Or

- (b) Write in detail about colour printing process.
-

C-4585

Sub. Code

81862/81962

B.Des. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

**DESIGN MANAGEMENT AND PROFESSIONAL
PRACTICE**

**(Common for B.Des. Communication Design and
Industrial Design)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is personal goal setting?
2. Why is goal setting important?
3. What is the main purpose of project management?
4. Define project management?
5. What is the role of design and designers?
6. What is design thinking and its role in innovation?
7. What are the challenges of managing design in a global market?
8. What is the role of design in language?
9. What are selling Strategies?
10. What is strategy in management?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b)

11. (a) Explain Professional development planning.

Or

- (b) How does design management aid in developing a competitive edge for a company?

12. (a) What role does research play in your design management process?

Or

- (b) What are the factors to be considered to understand the nature of the project?

13. (a) What is the difference between design management and project management?

Or

- (b) How do you measure the success of a design project?

14. (a) What methods do you use to stay up-to- date with design trends and best practices?

Or

- (b) How do you collaborate with stakeholders and team members to ensure successful implementation of design solutions?

15. (a) What are the benefits and challenges of outsourcing design projects?

Or

- (b) How do you manage design projects within a budget and timeline?

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b)

16. (a) What are the principles of design thinking and how can they be applied in design management?

Or

- (b) How do you foster a culture of design excellence within your organization?

17. (a) What are the key principles of effective project management?

Or

- (b) What is the importance of project communication and how do you ensure effective communication throughout the project lifecycle?

18. (a) How do you monitor and manage project progress and performance?

Or

- (b) What are the ethical considerations that designers and design managers must consider?

C-4586

Sub. Code

81974/81874

B.Des. DEGREE EXAMINATION, APRIL 2025

Seventh Semester

LIBERAL ARTS: WORLD AESTHETICS

(Common for B.Des., Communication Design/Industrial Design)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the term 'aesthetics' and how is it defined in design?
2. Describe the characteristics of Scandinavian design.
3. What are the key features of Modern design?
4. Explain the concept of Minimal design.
5. What are the main principles of Bauhaus design?
6. Define Bohemian design and its typical elements.
7. How has aesthetics evolved across different cultures?
8. Describe the impact of aesthetics on fashion and architecture.
9. What are some examples of global design festivals?
10. What is the role of sketching in the ideation of inspired design?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b)

11. (a) Discuss the differences between Scandinavian and Minimal design in terms of their aesthetic principles and applications.

Or

- (b) Compare Bauhaus and Bohemian design, focusing on their historical contexts and design philosophies.

12. (a) Analyze the evolution of aesthetics across different cultures and its impact on modern design practices.

Or

- (b) Explore the historical development of various design styles and their influence on contemporary aesthetics.

13. (a) Evaluate the role of aesthetics in art, music, and dance, highlighting key examples from each domain.

Or

- (b) Discuss how aesthetics influence various forms of art and cultural expressions, including religion and folk traditions.

14. (a) Examine the cultural aspects of aesthetics, including social customs and family life, and their impact on global design.

Or

- (b) Describe the influence of global culture on design practices, focusing on housing, clothing, and food.

15. (a) Analyze a case study of a design that incorporates innovative aesthetics and discuss its impact on the field.

Or

- (b) Describe the process of sketching and ideation in the development of an inspired design, using a case study as an example.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b)

16. (a) Explore the concept of aesthetics and its various design styles, such as Scandinavian, Modern, Minimal, Bauhaus, and Bohemian. Discuss their unique characteristics and historical significance.

Or

- (b) Analyze the role of aesthetics in shaping design practices across different cultural contexts and historical periods.

17. (a) Discuss the evolution of aesthetics across the world, focusing on the historical development and innovations in various design styles.

Or

- (b) Evaluate the influence of historical design movements on contemporary aesthetics and their implementation in modern design.

18. (a) Examine the impact of aesthetics on global art, architecture, fashion, and other cultural domains. Discuss how these influences manifest in different forms of artistic and cultural expressions.

Or

- (b) Analyze the cultural aspects of aesthetics and their role in shaping global design practices, including social customs, family life, and value systems.
-