

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION****FIRST SEMESTER – NOVEMBER 2022****PVC1MC02 – DESIGN THINKING**

Date: 25-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A**Answer ALL the questions**

1	Definitions	(5 x 1 = 5)	
a)	Design	K1	CO1
b)	Wireframe	K1	CO1
c)	Ethnography	K1	CO1
d)	Prototype	K1	CO1
e)	Visual thinking	K1	CO1
2	Describe the following	(5 x 1 = 5)	
a)	Ideate	K2	CO1
b)	Visualization	K2	CO1
c)	Mind mapping	K2	CO1
d)	Participatory Design	K2	CO1
e)	Pain Points	K2	CO1

SECTION B**Answer any THREE of the following in 500 words (3 x 10 = 30)**

3	Interpret the use of gamification in improving user experience	K3	CO2
4	Relate the connection between design thinking and product development	K3	CO2
5	How is visual thinking used to improve clarity in communication?	K3	CO2
6	Show the uses of design thinking in the world today	K3	CO2
7	Demonstrate the purpose of divergent thinking with examples	K3	CO2

SECTION C**Answer any TWO of the following in 500 words (2 x 12.5 = 25)**

8	Point out the differences in prototyping	K4	CO3
9	Differentiate empathy and sympathy with examples	K4	CO3
10	How would you improve selling by improving your product value?	K4	CO3
11	Explain design thinking phases	K4	CO3

SECTION D**Answer any ONE of the following in 1000 words (1 x 15 = 15)**

12	Recommend best practices: the arrangements of icons in any e-commerce website to influence buying behaviour	K5	CO4
13	Elaborate an idea to create a time management mobile app using Napkin Pitch method	K5	CO4

SECTION E**Answer any ONE of the following in 1000 words (1 x 20 = 20)**

14	Give your suggestions for governments to adopt human centered design into their operational model?	K6	CO5
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