LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2024

PVC1MC02 – DESIGN THINKING

Date: 03-04-2024   Dept. No.   Max. : 100 Marks
Time: 09:00 AM - 12:00 NOON

	SECTION A (K1) (CO1)	
	Answer ALL the questions	
1	**Definitions**	**(5 x 1 = 5)**
a)	Novelty	
b)	Visual Thinking	
c)	Composition	
d)	Journey Mapping	
e)	Visual hierarchy	
	SECTION A (K2) (CO1)	
2	**Describe the following**	**(5 x 1 = 5)**
a)	Six Thinking Hats	
b)	Divergent thinking	
c)	Prototype	
d)	Hypothesis	
e)	Creative culture	
	SECTION B (K3) (CO2)	
	Answer any THREE of the following in 100 words each	**(3 x 10 = 30)**
3	Elaborate on the Convergent thinking process and its uses with examples.	
4	Show the uses of user interviews in the contemporary times.	
5	What do you understand by the term Virtual Ethnography?	
6	Elaborate the concept wireframing.	
7	How far is empathising with the user essential to create a useful product?	
	SECTION C (K4) (CO3)	
	Answer any TWO of the following in 200 words each	**(2 x 12.5 = 25)**
8	Define the uses of inspiration and references with examples.	
9	Compare and contrast ideation and prototyping.	
10	Explain bodystorming with examples.	
11	Connect the benefits of understanding the functionality of an existing government scheme before designing an app for the scheme.	
	SECTION D (K5) (CO4)	
	Answer any ONE of the following in 500 words	**(1 x 15 = 15)**
12	Explain the story telling in design thinking ideating process and how its applicable in the industry today.	
13	Recommend your suggestions on user test for a mobile app.	
	SECTION E (K6) (CO5)	
	Answer any ONE of the following in 1000 words	**(1 x 20 = 20)**
14	Write about Ideating process in the media industry.	
15	Produce a set of ideas for creating an food delivery app.	

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