राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

NID M.Des 2021
Original Paper
(Part B)

1. **Transportation & Automobile Design**

1. Draw a vehicle(any type) over thegivendrawing..

   (the given image is of a tweezer with rounded edges in the front. Write an explanation

2. A new high speed train from Mumbai to Ahmedabad has been introduced.

   - Design body graphics and also the logo.
   - The design should be relevant to the culture, demographic etc..

   .- justify your design…

3. A side view of an SUV is shown. Identify the company as well as the model. Draw 3/4 front and rear view
4. A tree along the highway
   - Write a narrative based on the tree on a highway.(what emotion does the tree feel (eg. sorrow, happiness).
   - As an automobile and transportation designer- Address the problem faced by the tree and explain your concept.
5. An overcrowded bus.
   - Determine what you feel is the key problem in around 200 words. Justify in bullet points why its a key problem
   - Give a solution to this key problem in around 100 words

2.Apparel Design

1. The future visit to space. The possibility of travelling to space in 2060 will become true.
   - Design a space-based suite for people in 2060 for them to travel keeping in mind the space, durability and gravity.
   - Provide a description of the costume.

2. A flat sketch of a shirt:
   - A) Identify and make it all into parts in the given space below.
   - B) Design using parts of the A and create something new.

3. A) Awareness of sustainability is rising in today's time, also being the need of the hour. Write down traditional Indian ways sustainability has been practised.

   B) With A what are the issue that is created

   C)Find the solution for B.

4. A) An old lady is stitching a button on a shirt. Show it in 3 steps below.

   B) From A find the problem that she might have and the solution.

3.Film & Communication

1. APersonisrunninglate for the exam centre and is stuck in a jam. Write about the situation in the Jam
2. APersonisstuckinlockdown. Show this Character in a place of fear and insecurity because of some incident.

4.Animation Design

1.Write an essay on gender equality

2.Design a logo for a movie (Based on the theme and write a short note on it)

3.Design a poster for the same movie, also use the logo

4.Design two composite creatures taking reference from any 2 animals (both in rest and in action)

5. write a story based on lighthouse, no extra characters should be added
6. Draw interiors of a house in a box

7.Write a story for a animation- movie/ short film

8.Story writing assignment consisting of a 1 to 2-year-old child's animated face (similar to a doll) with other elements like an aeroplane, spider web, and hands with bacteria.

5.Product Design

1. Drawastorage unit to carry 20 vaccines from door to door in village areas.
2. Drawownhand holding a phone while clicking a selfie
3. DrawaAIassisted device for old people
4. Posteroncovid vaccination

6.Graphic Design

1. Illustrate the steps of Draping a Saree or tying a tie

2. Use symbols of Fire extinguisher, No photography & Slippery ahead.

Combine these objects as one. Identify the purpose of the combined object and give it a Name

7. Interaction Design

1. An Image of a headphone was given, illustrate possible actions for the given operations in the headphone, the illustration should make it clear how the action is
   a.show volume controls
   b. to change your playlists

2. Design a poster for physical fitness awareness in India (write a content /message for your poster for social media/SMS/ billboards)
3. Design a table lamp for millennials

8.Furniture and Interior Design

1. 5Images of (sofa and chair)were given
   Complete it with the stickfigures -
   - Loneliness,
   - Excitement,
   - Cheerful
2. Alternative use of (Show through Illustration)
   - Shoe
   - Briefcase
   - Letterbox
   - Old shirt
   - Old soda can
3. Draw a layout for a doctor's consultation room
4. Arrange a hospital (15'*15')room with given furniture
5. Draw and explain in 10 steps - A tyre being tied to a tree to be used as a swing

9. Textile

1.Imagine that you are going to start a company. Name the startup. Give the product range of your startup. Write the structure of your organisation. Visualise and explain 5 USP'S of your product range

2.Draw 5 unconventional uses of a towel. Mention the uses in words

3. A Textile print is given . Explain its composition and relevant use. (80 -100 words)

4.Design a textile print using images given (carrot, Comb, Wheel)

a)curtain for a young child 's room

b) curtain for an outdoor restaurant

c) Curtain for a Hospital

5. Write a narration on SUSTAINABILITY in 100 words. Its should include these words

- RIVER
- TRANSMITTER
- MIDDLEMAN

6. Write Your view on any one of the following. Also give 5 keywords

- Techno textile
- Khadi
- Social Impact of Fashion

10.Information Design

1. Design an Infographic and icon on a hierarchy level
2. Draw 10 social media cards for flood affected people -(with Guidelines and Safety Measures)
3. Social media card for one particular message in English and in regional language

11.Strategic Design Management

1.Differentiate between Red Ocean and Blue Ocean Strategy with examples.

2. There were 2 figures - First figure was a clear jar filler with some grains and a mouse on top of it with no lid, the next figure was the same jar but this time the mouse had consumed a lot of grains inside the jar and

the overall level of the grains had gone down with only some left. Now the question was to summarise this situation in a business sense.

(a) What do you think about this,

(b) Give a suitable tagline to the situation which should also be in line with what you have written or explained in the previous part.

(c) Give suitable examples.

3. According to the UN a lot of kids defecate outside in the open which leads to health and sanitation problems. Make a poster for a solution for school going kids and how would you communicate to them to discourage such activities and how will they use an enclosed space to defecate.

4. There was a data set of pictorial diagrams in the form of Pie charts of students in a university and their respective course choices like one of the pie charts was distributed with the percentage of number of students taking up various streams like jurnalism, design, IT, banking etc. then the other pie charts were of the number of boys and girls in each of such streams.

   (a)(i-v) Were objective questions which asked how many students were in a specific stream, number of boys or girls in a stream, the ratios of boys:girls in various streams.

   (b) Here we had to interpret and share our insights on the given pie charts and what conclusions could we take out from the information given and then show it pictorially as well.

5. Draw signs for various situations like - an escalator for elderly, traffic rush hour etc.