



# KERALA STATE INSTITUTE OF DESIGN

## Design Aptitude Test for Post Graduate Diploma Programmes in Design 2018

### IT Integrated Communication Design

Name	Applicant Roll Number			
		A	018	KSID

#### Instructions for Candidates

Please read the following instructions carefully:

- 1) Do not remove the seal until the invigilator instructs you to open the booklet
- 2) Make sure that the answer sheet is not damaged in anyway
- 3) Use only black/blue ink pen for answering the questions and coloured pencil/sketch pens for illustrating
- 4) This question paper has two parts: Part A and Part B

	Questions	Marks
Part A	50	50
Part B	5	50

- 5) The duration of this test is three hours
- 6) Do not attempt to copy or allow others to copy. Any malpractice will lead to cancellation of your candidature
- 7) Return the test booklet, answer sheets and anyother work sheets/rough work to the invigilator before you leave the exam hall
- 8) Candidates are not allowed to move out of the hall once the examination starts





**Part A**

(50 questions, 1 mark each)

1. Why do most ball point pen caps have a hole on its top?

A:

2. This is a common logo seen in many plastic goods. What does it mean?



A:

3. This is a common logo seen in many consumer products, especially electronic goods. What does it mean?



A:

4. What is the full form of www?

A:

5. Who is M F Hussain?

A:



6. Who is Manish Malhotra?

A:

7. "Titan" belongs to which group of companies?

A:

8. What defines 'cool colours'?

- a) Colours ranging from blues to purples and greens
- b) Colours that are more vivid in nature
- c) Dark colours
- d) Yellows and Oranges

A:

9. In design, the terminology 'monochrome' refers to:

- a) Black and white
- b) Tones of a single colour
- c) Multiple colours
- d) None of the above

A:

10. What is the full form of FMCG?

A:



11. What is the full form of pdf?

A:

12. Who is the largest employer in this list?

a) McDonald's      b) Walmart      c) Indian Railways      d) United States Postal Service

A:

13. What kind of art form is called 'Kuchipudi'?

A:

14. 'Channapatna' toys traditionally are made with which material?

A:

15. Who is the founder of Microsoft?

A:

16. Which company made the first Mobile Phone?

A:

17. 'Kathakali' the dance drama belong to which state of India?

A:

18. Name the founder of the world's most popular social networking site - Facebook?

A:

19. India stands as the fourth largest producer of rubber in the world. Which state in India produces the highest amount of rubber?

A:

20. Find the odd one out of the following:

a) Rolex   b) Gucci   c) Swatch   d) Rolls Royce

A:



21. If you were to make a transition from the colours red to orange, what other recognizable primary colour or colours would be formed in between?

A:

22. On a normal door in a commercial space, if you had to indicate the 'push' and 'pull' without text how would you solve this?

A:

23. As the story goes, a soap manufacturing company was getting several complaints from their customers stating that when they picked up the soap from retail outlets there was no soap in the neatly covered and sealed packaging. Since the entire process is mechanical the soap that comes out of the machine automatically is sent through another for packaging and this automatically gets dumped into a carton box for sending to vendors. What was happening is that many a times technology was giving way and the machines lapsed in some instances where the empty soap packaging covers alone were being parceled by the machine. The company recruited a designer to solve the problem. What would the designer have done to ensure the empty packages did not get put in the carton box?

A:

24. What is K in CMYK colour system?

A:

25. A person travels 10 KM north from his original spot, moves to right and travels 5 Km. He then moves his left another 5 km. He turns further left and travels another 5 KM. If all his travels are in a straight line what will be his final distance from the original spot.

A:



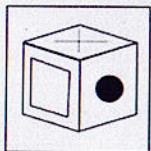
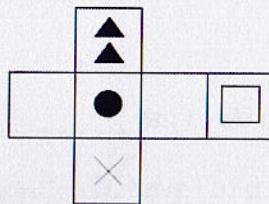
26. If hundred people can do a job in 10 days how many people are needed to complete the same work in 5 days?

A:

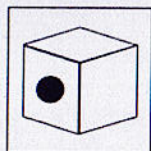
27. What are e-commerce sites?

A:

28. When folded, which box can be made from the 2D image shown below?



**A**



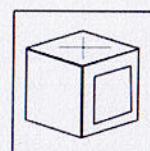
**B**



**C**



**D**

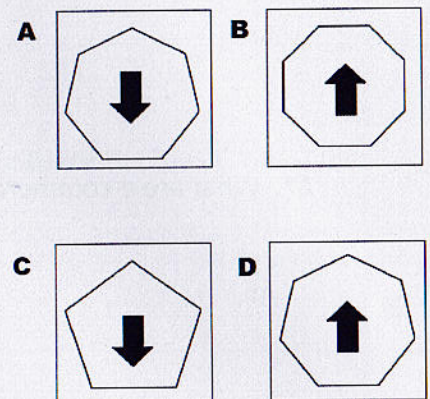
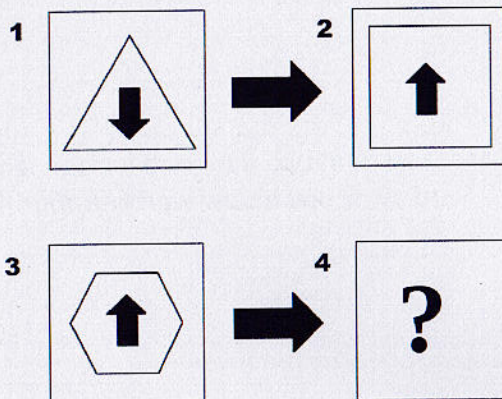


**E**

A:

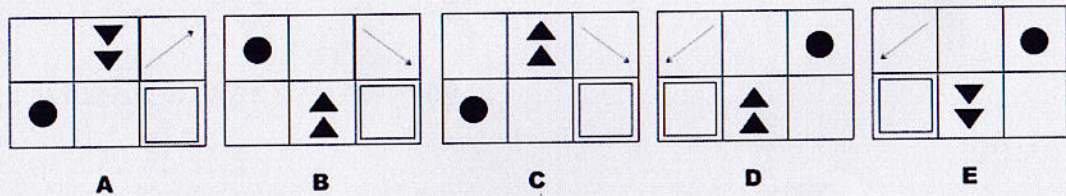
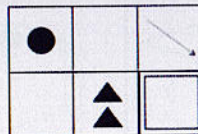


29. What figure should come at '?'



A:

30. Which answer shows a reflection of the image below?



A:

Fill in the given blanks with suitable words

31. Buffaloes .....grazing in the field.

32. Rahul .....going to London.

33. Today is Sunday. Tomorrow will .....Monday.



34. The music was composed .....A R Rahman.

35. Identify which of the following are correct:

- a) I could of/should of done it better
- b) I could have/should have done it better

A:

36. Identify which of the following are correct:

- a) Nikhil and myself were to work on the project
- b) Nikhil and I were to work on the project

A:

37. Fill in the following with the proper tense

Neelima.....a sandwich this morning (to eat)

A:

38. How many times \_\_\_\_\_ not to do that?

- a) haven't I told you    b) have I told    c) I told you    d) have I told you

A:

39. Choose the correctly spelt word:

- a) depot    b) bouquet    c) banquet    d) budget

A:

40. The voters complain that their MLA visits the constituency only .....

- a) once in a blue moon    b) in the long run
- c) in the nick of time    d) off and on

A:



41. Which department uses the tagline 'The God's Own Country'.

A:

42. Magi is a brand owned by which of the following companies?

- a) Cadbury b) Nestle c) Toblerone d) Magi is a separate company not owned by any of the above.

A:

43. What is common between the following?

- a)flipkart.com b)snapdeal.com c)olx.com d)Amazon.com

A:

44. Which of the following brands is best known for luxury perfumes and cosmetic products?

- a) Giorgio Armani b) Jimmy Choo c) Hi Design d) Chanel

A:

45. Which company uses the tagline 'The Complete Man'?

A:

46. Find the odd one out. a).Apple b).Sony c).Canon d).Nikon

A:

47. What is meant by the term 'infographics'?

A:

48. Name four examples of social media.

A:

49. List down one visual similarity between the brand representations of McDonalds (McD) and Kentucky Fried Chicken (KFC)

A:

50. Who made the rupee symbol?

A:



## Part B

Answer all questions

Please elaborate all your answers with drawings and sketches.

1. a) Draw a book, enlarged to 100 times its size. Visualize an innovative use for this enlarged book. Sketch this 'book' in context of the new function and in context to surroundings and environment.

Or

- b) Draw the following: an orange, an apple, a wooden spoon, a steel glass and a plastic plate. Of the above mentioned, imagine the orange to be 50 times its usual size. How could you create a meaningful composition? Sketch out and detail.

(10Marks)



2. Identify an appropriate personal object which you use in everyday life. Place the object in a totally incongruous context. Think of a sensationalist newspaper headline for this object in the new context. For example " My mobile is having a baby" or "Laptop gets his driving licence" or " My personal chair comes back after holidays in outer space" etc. Write a short story on this theme. It can be in the form of an article/short story/news report or any narrative. The context is what should be taken seriously. Use sketches/illustrations wherever necessary.

(10 Marks)



3. Develop an original concept for a campaign you would like to do to create awareness about 'save the girl child'. Design a logo for the campaign as well. Please work out all possible solutions, use of media and media products you would like to use to reach this message to all. Develop the concept, create the script and storyboard.

(10Marks)



4. Visualize the anguish and pain of a car which is seeing the death of an old car. Draw a series of pictures (at least 5 pictures) with captions that you think would communicate this idea.

(10 Marks)



5. Identify a product or a service you have used. Write and explain how this service/product is currently being used by people. Imagine some other elaborate use for this service/product. Explain the new use of this product/service and illustrate wherever necessary.

(10 Marks)