

Instructions:

- No mobile phones/ electronics watches/ books /paper allowed during the exams.
- Please read the test carefully.
- Three sheets have been provided. One for rough work and others to sketch and write. Extra sheets can be provided on request.

Materials Required:

- Art material such as black pens, pencils 2B, eraser, ruler, colour pencils and sketch pens, ruler.
- Please refrain from water colour / poster/ crayon colours.

Time management:

- Manage your time to creatively solve the problem and clearly sketch/illustrate the solution.

Choose one design challenge from the three given below.

- Identify a problem/pain point in the challenge you have selected. Define the same in not more than 50 words.
- Make rough sketches of your solution in the A3 paper provided.
- Sketch/illustrate clearly your final solution in the layout of the answer paper (A3 size).
- Explain the final solution and the rationale of solution in not more than 300 words on a separate sheet.
- Evaluation will be based on innovativeness of solution and quality of the illustrations.

Answer Paper layout

Pain points listing and rough concepts	Rough concepts continued
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A3 size
 PAPER I

Final concept and rationale

A3 Size
 PAPER II

Design challenge:

- Meghna born in 1950's is a social scientist. She involuntarily uses technology products. She dislikes the idea of working with emotionless machines. She would like these smart devices to be *humane and display emotion*.

Redesign one of the following products so they look like some relatable human persona or animal so that users like Meghna feel more comfortable using them:

- a. Printer
- b. Landline Phone
- c. Smart Coffee mug
- d. Smart Refrigerator
- e. Internet Smart Television

OR

- Jacob does not like to carry a separate lunch box along with his laptop bag to office. Design an office bag to hold a lunch box for the office goers like Jacob. Relate to the problems that could occur when food, electronic gadgets and official papers, come together. Propose a solution in accordance.

OR

- Considering the current technology landscape propose a probable scenario 50 years from today, visualise the future of *drinking water*. Sketch your solution in the proposed probable futuristic scenario.