

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:



sourced from Indiamart, S.A. Enterprises, Mobile Phone covers

- Jackie, Ronit, Shelly and Rasika want to buy a new mobile cover for their brand new mobile phone. But they are very particular about buying a mobile cover that reflects their personal style and taste and the things they are crazy about in life. Design a mobile phone cover for any two of the following. You can add additional functionality to the phone cover apart from phone protection and graphics.

Below is list of their preferences.

- Jackie : He is crazy about sports, such as Hockey, Cricket, Football, basketball
- Ronit: He is follower of Indian Tradition. choose any one from north, south, east or west India.
- Shelly: She is a die-hard fan of epic movies such as, Star Wars, Lord of the rings, superheroes and others
- Rasika: She is abreast about politics and social movements. Choose any political party or movement to design for her.

OR

- Mamta Tai is a rag picker. Over the years she has been digging into unsegregated waste. Sometimes she overlooks some recyclable waste as it is cumbersome and unhygienic. Design a solution that provides many such Mamta Tai's segregated dry and wet waste to identify recyclable waste. What incentive can your design provide to her, to segregate recyclable waste from the dry waste? Any means through your design, to segregate dry and wet waste at the entry points itself?

OR

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