

TDV thedesignvillage

interdisciplinary industry centric institute

a design villager has the capacity to envision and the abilities to realize dreams.

the entrance examination is divided into two parts and is designed to be solved within two hours.

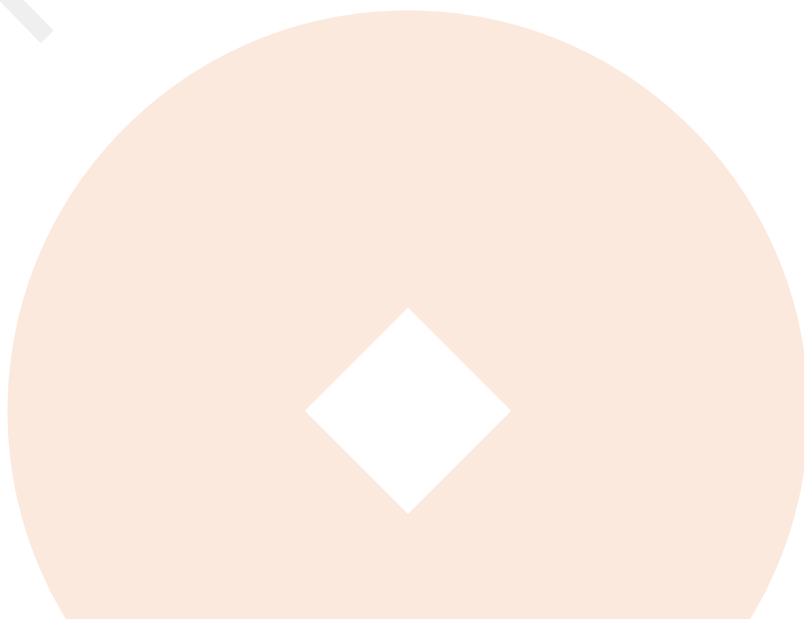
1. ability test (1 hour)

the ability test, gauges the candidate's abilities and skills to realize their dreams. it includes an array of questions that cover topics like - **design awareness, observation, scale & proportion, communication and visualisation.**

2 . capacity test (1 hour)

the second test is for understanding a candidate's capacity to envision dreams. in this section, a candidate's **courage, creativity, perseverance, intellectual quotient and ability to solve problems - is analysed.**

please note- any extra rough sheets if taken and used should be attached at the end each set.



test no. : 01
time : 1 hour
admission level : undergraduate

name

registration no.

invigilator's signature

ability test

Q1. design awareness (10 marks – 2 marks per question)

1a . established in 1960 by John Bissell, _____ is an Indian retail chain for garments, furnishings, fabrics and ethnic products handmade by craftspeople across rural India.

.....

1b . what is the most popular tagline of Apple Inc ?

.....

1c . the logo below represents a standard benchmark in the field of design in India. Identify it.

.....



1d . who is this person in the picture?

.....



1e. who designed the National Flag of India?

Q2 . observation (10 marks – 2 marks each)

2a. take a look at the following paragraph and see if you can spot anything unusual –

this is an unusual paragraph. i'm curious as to how quickly you can find out what is so unusual about it. It looks so plain you would think nothing was wrong with it. In fact, nothing is wrong with it! It is unusual though. Study it, and think about it, but you still may not find anything odd. But if you work at it a bit, you might find out

2b. from memory draw the logo of the state bank of India .

2c. the smallest Bisleri Bottle contains how many ml of water ?

2d. what is the name of the bank, mentioned on all Indian currency notes?

2e. how many sides are there in a standard pencil?

Q3 . scale and proportion, communication and visualization (30 marks)

3a. in proportion, draw a human with an apple. (5)



3b. through lines depict "emphasis". (5)



3c. draw any popular Indian monument using only geometric forms. Please pen down the name of the monument along with the drawing. (10)

3d. what design specialization have you opted for – fashion, product, graphic, interaction or interior design? design a poster to depict your field. (10)

name

registration no.

test no. : 02

time : 1 hour

admission level : undergraduate

invigilator's signature

capacity test

Q1. intellectual & problem solving (20 marks)

a design college is an institution that is dedicated to the study and inquiry of design and related subjects. Imagine you were in a design campus that had all fields of design, existing under one umbrella – fashion, product, graphic, interior, interaction and architecture.

you as a design student are a part of the campus and would have a particular space in that college that you would love to spend most of your time in.

what would your favorite corner/space/place at this 'design college' be like?

design the environment you would like to spend most of your time in and explain why in 100 words.

Sample paper

Q2. courage, creativity, perseverance and presentation (30 marks)

now that you have designed a space you would like to be in, identify what it makes you feel and assign a **feeling** to it. Feelings could be anything from being happy, energetic, courageous, lucky, festive, confident, calm, relaxed, curious, free, positive, inspired, passionate, eager, sensitive and many more.

once you have chosen the feeling, think of a **form** - an animal or thing that represents that feeling effectively. For example, happiness can be associated with the sun or a flower, a monkey can symbolize energy etc.

based on the feeling and the form (animal or thing) redesign the space, keeping in mind, that you are designing your favorite place on the design campus.

you could use your previous design and build on it or make a new one altogether.

write 100 words about your final design to explain your process and thinking.

sample paper

