

# TDV the design village

interdisciplinary industry centric institute

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

she/he should be courageous, compassionate, perseverant and aware of herself/himself and the world around.

the entrance examination is therefore, divided into two parts :-

## **#1 ability test - 50 marks - 1 hour**

the first test is for understanding the candidate's abilities/skills required to realize dreams. it consists of questions about awareness, observation, scale & proportion, communication and visualization.

## **#2 capacity test - 50marks - 1 hour**

this test is for understanding the candidate's capacity to envision dreams. it consists of questions related to intellectual problem solving, analytical skills, courage, perseverance and presentation ideas.

rough sheets if taken and used should be attached at the end each set.



## #1 ability test - 50 marks - 1 hour

### AWARENESS (10 marks)

#### a. Objective (5 marks)

Please tick mark the right answer.

- 1) Rabindranath Tagore started the school of his ideals, whose central premise was that learning in a natural environment would be more enjoyable and fruitful. This school is now one of India's central Universities. Name the school.

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|---------------------------|----------------------------------|
| 1. Viswabharti University | 3. Shiv Nadar University         |
| 2. Nalanda University     | 4. Shri Venkateshwara University |

- 2) Name the founder of AMUL co-operation, also known as the father of 'The White Revolution'

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|--------------------|------------------|
| 1. Anand Mahindra  | 3. Ratan Tata    |
| 2. Varghese Kurien | 4. Piyush Pandey |

- 3) Who is the curator of Kochi Muziris Biennale 2016?

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|-------------------|---------------------|
| 1. Shireen Gandhi | 3. Kiran Nadar      |
| 2. Rajeev Savara  | 4. Sudarshan Shetty |

- 4) In July 2016, a prolific Indian painter residing in France passed away. He was known for abstracts in oil or acrylic, with a very rich use of color, replete with icons from Indian cosmology as well as its philosophy. The 'Bindu' period marked his rebirth as an artist. Name the artist.

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|----------------|--------------------|
| 1. M.F Hussain | 3. Raja Ravi Verma |
| 2. S.H Raza    | 4. V. S. Gaitonde  |

- 5) This Indian town is renowned for manufacturing Perfume (Ittar) and exports it internationally. Name the town –

- |              |              |
|--------------|--------------|
| 1. Bodh Gaya | 3. Vrindaban |
| 2. Nasik     | 4. Kannauj   |

**b. Subjective (5 marks)**

1) *Demonetization is an act to deprive a currency of its status as money. The demonetization of ` 500 and ` 1000 banknotes was a policy enacted by the Government of India on 8 November 2016, stopping the usage of all ` 500 and ` 1000 banknotes of the Mahatma Gandhi Series as legal tender in India from 9th November 2016.*

*The government claimed that this was an effort to stop the circulation of fake banknotes allegedly used for funding terrorism, as well as a crack down on black money in the country. The move was also described as an effort to reduce corruption, the use of drugs, and smuggling.*

*However, in the days following the demonetization, banks and ATMs across the country faced severe cash shortages with severe detrimental effects on a number of small businesses, agriculture, and transportation.*

What do you think about this act of Demonitization? Present your opinion in 100 words.

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**OBSERVATION (10 marks)**

**1)** Name the first 6 letters used most commonly in a computer keyboard (2 marks)

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**2)** From memory, draw a bicycle in a simple line diagram form (6 marks)

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**3)** Majority of small motorcycles in India have their exhaust pipes of which side? (2 marks)

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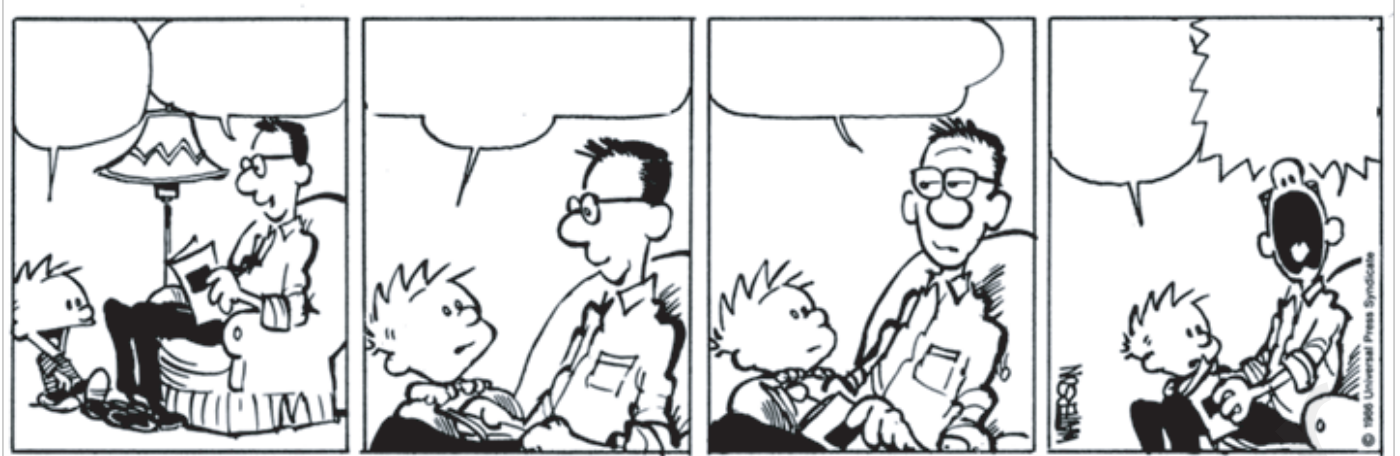
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## SCALE AND PROPORTION, COMMUNICATION AND VISUALIZATION (30 marks)

- 1) Design a logo for a new quirky/kitsch product design company. The Brand's name is "tongue-out" (5 marks)

- 2) A bird is perched on the top of Qutub Minar. Draw what she would see below (5 marks)

5) Write dialogues for the following comics strip (5 marks): **source: [www.emaze.com](http://www.emaze.com)**



- 6) Cut the images given in the page, and rearrange any 6 of them to create a story in the next page.

After rearranging, write a caption for each image below it to narrate the story.  
(15 marks - 10 marks for composition + 5 marks for captioning)

sample paper







sample paper

## #2 capacity test - 50marks - 1 hour

### intellectual, problem solving & analytical (25 marks)

On the annual TDV tour, you are camping in the woods.

There is a shallow but brisk river running next to your camping site.

A passer by stops and talks to you about the abundant and splendid aquatic life of the river and the surroundings.

You are tempted to explore on your own.

Design an intervention that allows you to experience this environment in a particular way – the experience maybe of any nature – adventure, mystery, solitude, wonder – but one that you get from being in a forest, by a river by yourself or with your fellow villagers.

Draw the intervention and explain your design in 100 words.

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sample paper

**courage, perseverance and presentation (25 marks)**

Now that you have designed your intervention, imagine that man has abused the beautiful campsite in the forest by the river, in a detrimental way. The river is polluted, the forest barely has any trees, the bank of the river is littered.

You now want to do something about this sad situation.

In such a scenario, design something that will help people realize the value of nature and the environment.

You can choose to rework on your previous design or design a new one altogether.

Write 100 words about your final design to explain your thinking and how it carries the social message of the environmental abuse/ climate change/ deforestation/ pollution and consumption.

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