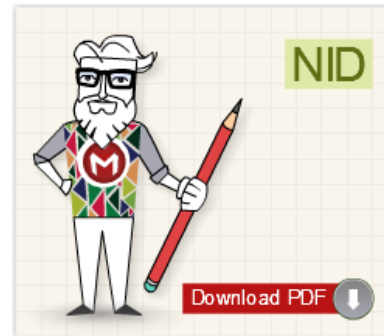


Nid M.Des Inter-Disciplinary Design Studies

Papers

*Free Download Material by
Mosaic Institute of Design*

MOSAIC - INDIA'S NO. 1 IN NID PREPARATIONS



NID BOOKS

*printed study material,
doorstep delivery across
india*

NID E-BOOKS

*instant downloads,
saves delivery time,
light on your pocket*



NID VIDEOS

*24X7 access,
pause-rewind-relearn,
study anywhere-anytime*

NID ONLINE TEST

*test your preparations,
instant results,
detailed answer key*



Collected by www.mosaicdesigns.in

MORE TO EXPLORE

NID EXAMS

*admissions, pattern, date,
schedule, details*

NID FORMS

*fees, admit card, important
dates, test centres*

NID SYLLABUS

*exam pattern,
course content*

NID ELIGIBILITY

*admission criteria,
qualification*

NID STUDY MATERIAL

*full, combo, mini, instant,
test series pack*

NID VIDEO COACHING

*narrations, illustrations
rich animations,*

ABOUT NID

*about exam, website,
contact info*

NID CRASH COURSES

*schedule, duration,
contents, details*



NID M.Des DAT Prelims

Domain Specific Test - Inter-Disciplinary Design Studies

Questions 1 to 7 are of subjective type. Do not write your name anywhere in the booklet. This will lead to disqualification.

Q1. Give your interpretation of the image below and give an appropriate proverb for it.

(5 marks)



Interpretation

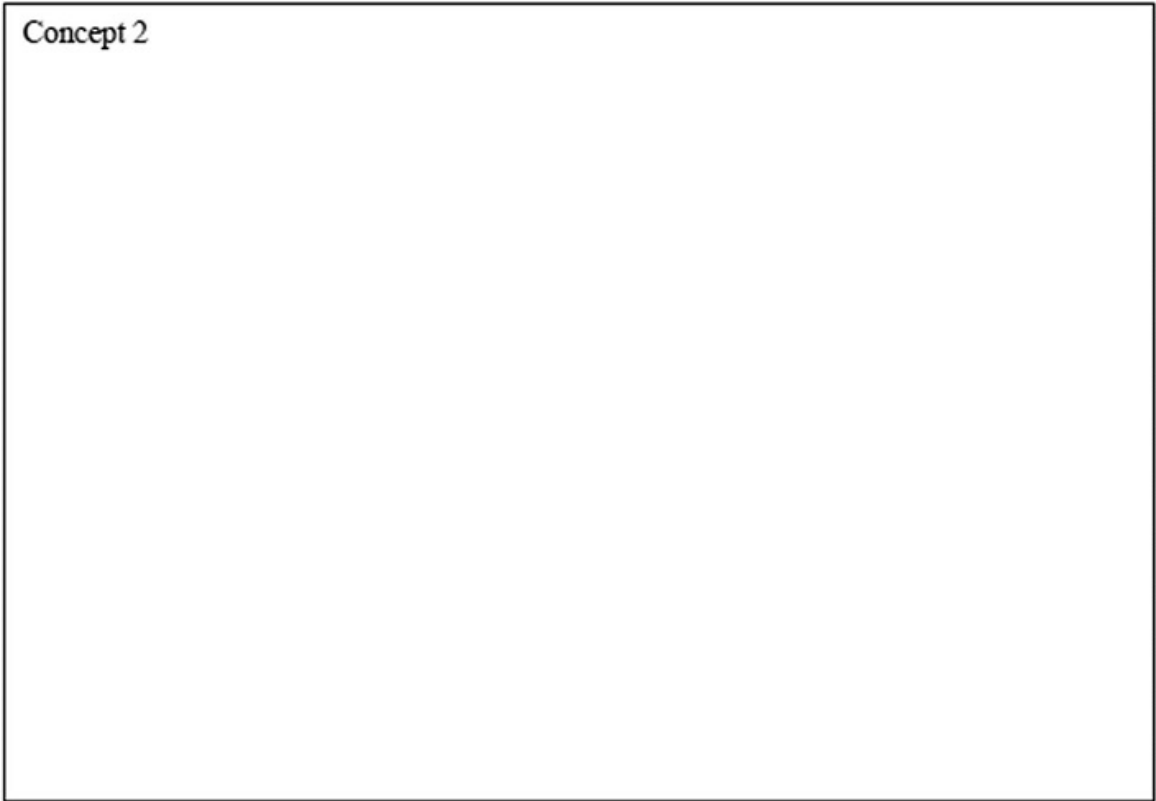
Proverb: _____

Q2. Sketch and explain two concepts on enhancing the user experience in the context of the image given below. (15 marks)



Concept 1

Concept 2



Concept 1

Concept 2

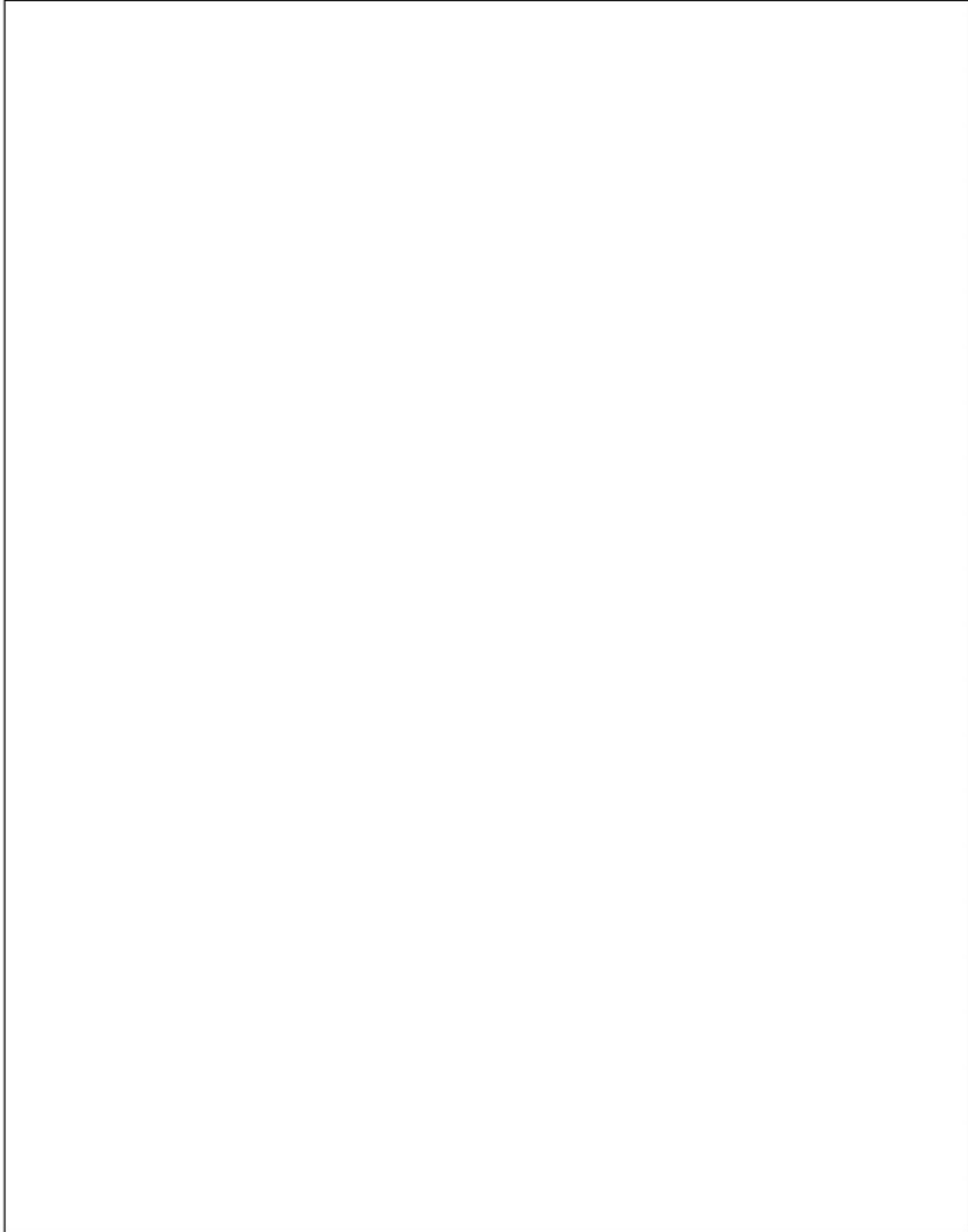
Q3A. Create three business ideas to transform Khadi as a global trend. (6 marks)

Business Idea 1

Business Idea 2

Business Idea 3

Q3B. Represent any one idea proposed in Q3A through an advertisement for an international magazine in the space given below. (4 marks)



Q4. Consider IKEA a global brand that is planning to launch their retail outlets in four Indian cities namely Somnath, Madurai, Amritsar and Varanasi.

A) List the factors to be considered for launching it in each of these cities. (4 marks)

Somnath

Madurai

Amritsar

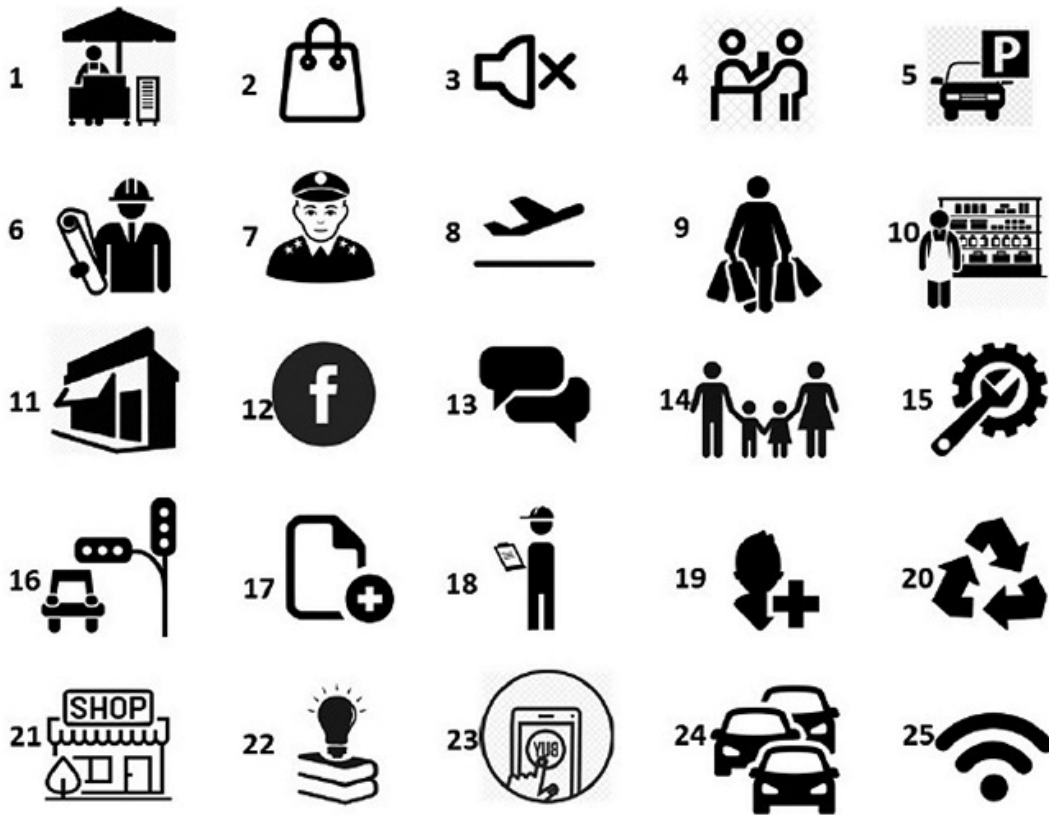
Varanasi

- B) For any of the two cities in Q4 (A) represent the launching plan through a diagram for IKEA to implement. (6 marks)

City: _____

City: _____

Q5. Create a story that can be represented by any of the twelve icons given below.



TASK A

In the 12 boxes, draw the icons in the sequence of the story

(6 marks)

1	2	3	4
5	6	7	8
9	10	11	12

- Q6. Below is an image of shopping cart. Draw a family consisting of a father, a mother and 2 children under 10 years of age selecting products from a display rack, with reference to the given image. (10 marks)



Mosaic

Institute Of Design



71, Sardar Centre,

Vastrapur, Ahmedabad

9033082625, 9824083847

www.mosaicdesigns.in