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One word Answers :

- a) Bauhaus design aimed to be simple and _____.
- b) Students began with a basic _____.
- c) One workshop at the Bauhaus was the _____ workshop.
- d) Bauhaus proffered clean lines and geometric _____.
- e) The School avoided unnecessary _____.

3. HfG Ulm and Scientific Design thinking

The Ulm school introduced a more scientific and analytical approach to design. Students studied subjects like sociology, mathematics, ergonomics, and systems thinking. Ulm designers worked closely with industries such as Braun to create clear and consistent product designs. Their work focused on logic, clarity, and repeatable methods rather than artistic expression.

One word Answers :

- a) Ulm promoted a scientific and _____ approach to design.
- b) One subject studied at Ulm was _____.
- c) Ulm collaborated with which company?
- d) Their designers aimed to clarify and _____.
- e) They valued what kind of Design?

SECTION - D

V. Short Note (Attempt any 4 questions)

(4×5=20)

- 1. Why was pottery useful?
- 2. Explain how the printing press helped in spreading design ideas?
- 3. Explain the key visual features of Art Nouveau style.
- 4. Explain what "Form follows function" means using simple examples.
- 5. Explain how Pop culture (1959-70s) influenced design and advertising.

VI. Long Answers. (Attempt all questions)

(2×10=20)

- 1. One main aim of the arts and crafts movement. Explain in brief.
- 2. One contribution of the Bauhaus to modern furniture design.

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I Semester B.V.A. Degree Examination, December/January - 2025/26

DESIGN LANGUAGE

Design Language - 1 (Theory)

(SEP Scheme)

Time : 3 Hours

Maximum Marks : 80



SECTION - A

I. Attempt all questions.

(10×1=10)

- 1. Came paintings were largely created for :
 - a) Decoration
 - b) Entertainment
 - c) Rituals and storytelling
 - d) Fashion
- 2. Which is an Example of megalithic structure?
 - a) Taj Mahal
 - b) Eiffel Tower
 - c) Stone henge
 - d) Parthenon
- 3. "Form follows function" was popularized by ?
 - a) Leonardo da vinci
 - b) Walter Gropius
 - c) Louis sullivan
 - d) Charles Eames
- 4. Beaux-Arts teaching Emphasized :
 - a) Free abstraction
 - b) Minimalism
 - c) Symmetry and classical proportion
 - d) Digital tools

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5. The industrial Revolution introduced :
- Stone tools
 - Cave Art
 - Mass production
 - Megaliths
6. Which schools introduced scientific design and systematic thinking?
- Beaux-Arts
 - HfG Ulm
 - Bauhaus
 - Royal Academy
7. Bauhaus Typography introduced :
- Decorative serifs
 - Simplicity and San serifs
 - Capitals
 - Handwritten Script
8. The Eames Report(1958) contributed to Establishing
- IIT
 - NID (India)
 - Oxford university
 - MIT Media Lab
9. Why was flint commonly selected for Early stone tools?
- If was lightweight
 - It resists heat
 - If breaks in clean, round shape
 - It can be woven into fabrics
10. Case paintings often used which of the following colors?
- Ultramarine
 - Red ochre
 - Synthetic Green
 - Prussian Blue



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SECTION - B

II. True or false (Attempt all questions) (5×1=5)

- Early humans used natural pigments like ochre for cave painting.
- Pottery was useful for storing food and water.
- Bauhaus believed in combining art, craft and design.
- The industrial Revolution introduced machines for faster production.
- The Memphis Group preferred simple colors and no decoration.

III. One word Answers (Attempt all questions) (5×1=5)

- The material used to make early cutting tools?
- A place where early humans painted?
- Which school was started by Walter Gropius?
- The tool used for shaping round pottery?
- The post modern design group started by Ettore Sottsass?

SECTION - C

IV. Passage study (Attempt Only 2) (2×10=20)

1. Industrial Revolution & Changing Design

During the Industrial Revolution, machines allowed goods to be produced faster and in Large numbers. New materials like iron and steel were used for buildings and bridges. Designers began thinking about standard sizes and efficient forms because factories depended on repeatable processes.

This period also led to the development of modern cities, with planned streets, public buildings, and transport systems.

One word Answers :

- Factories helped produce goods in Large _____.
 - One new structural material commonly used was _____.
 - Designers focused on Efficiency and _____.
 - Modern cities needed planned streets and _____.
 - Repeatable processes led to _____ sizes.
- Bauhaus Approach to Design.

The Bauhaus believed that design should be simple, functional, and guided by materials. Students first attended a basic course to learn about colour, form, and material behaviour. After this, they joined workshops such as metal, weaving, and furniture to create practical products. The school promoted geometric shapes, clean lines, and designs that avoided unnecessary decoration.

[P.T.O.]