



UCEED PART B CREATIVE -3

Name-

Batch-

Date-

Total marks-

100

Time-

1 hours

General Instructions-

- No mobile phones are allowed during exams.
- Your Idea generation ad presentation will be appreciated.
- No extra marks will be given for extra work.
- All questions are compulsory.

Sketching: Evaluation criteria: Pay attention to perspective; Light; Shade and shadow; Quality of lines; Scale and proportion in the composition.

Q1. Sketching (50 marks)

Nandu is sitting on a boat with his grandfather during dusk. He can see a ghat at his left side and a temple at right side. At some distance on another boat, he can see a family clicking pictures. Visualize and draw the whole situation as if you are sitting on the boat witnessing the scene.

Note:

- Make pencil sketches only
- Do not use colors

Evaluation Criteria

- Observation
- Imagination
- Selection & composition of objects
- Quality of lines
- Presentation
- Attention to details

SANYUKTA SINGH STUDIO

Form Sensitivity:

Evaluation criteria: Identification of problem areas, Design insights and creativity, User Centric Design considerations, Originality of ideas, Appropriateness of materials to be used in the manufacturing of the final product.

Q3. More Than 8,000 Restaurants Catch Fire Every Year

a) Give a view (before) this image – happened)

b) Identify the Problem in the image and talk about the solution.

Evaluation criteria:

- Creative visual representation
- Effective communication of the concept
- Visual Aesthetics
- Composition (50 marks)

