

CEED – Design Drawing & Writing Skills

Sample Paper – 6

Duration	105 Minutes
Maximum Marks	100
Question Types	Freehand Drawing, Product Design, Visual Composition, Storyboard, Writing

General Instructions

- All questions are compulsory. Attempt every question.
- There is **no negative marking** for any question.
- Use only pen or pencil for drawings and written answers.
- Note the marks and suggested time printed with each question.
- Annotate your drawings with labels, dimensions, or notes wherever relevant.
- Mobile phones and electronic devices are **not permitted** in the examination hall.



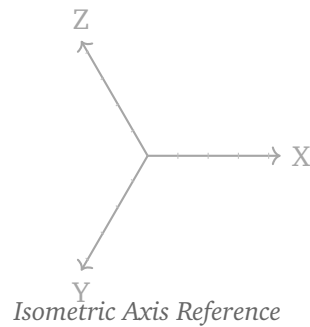
Q1 — Freehand Drawing[25 Marks | Suggested Time: 22 min]

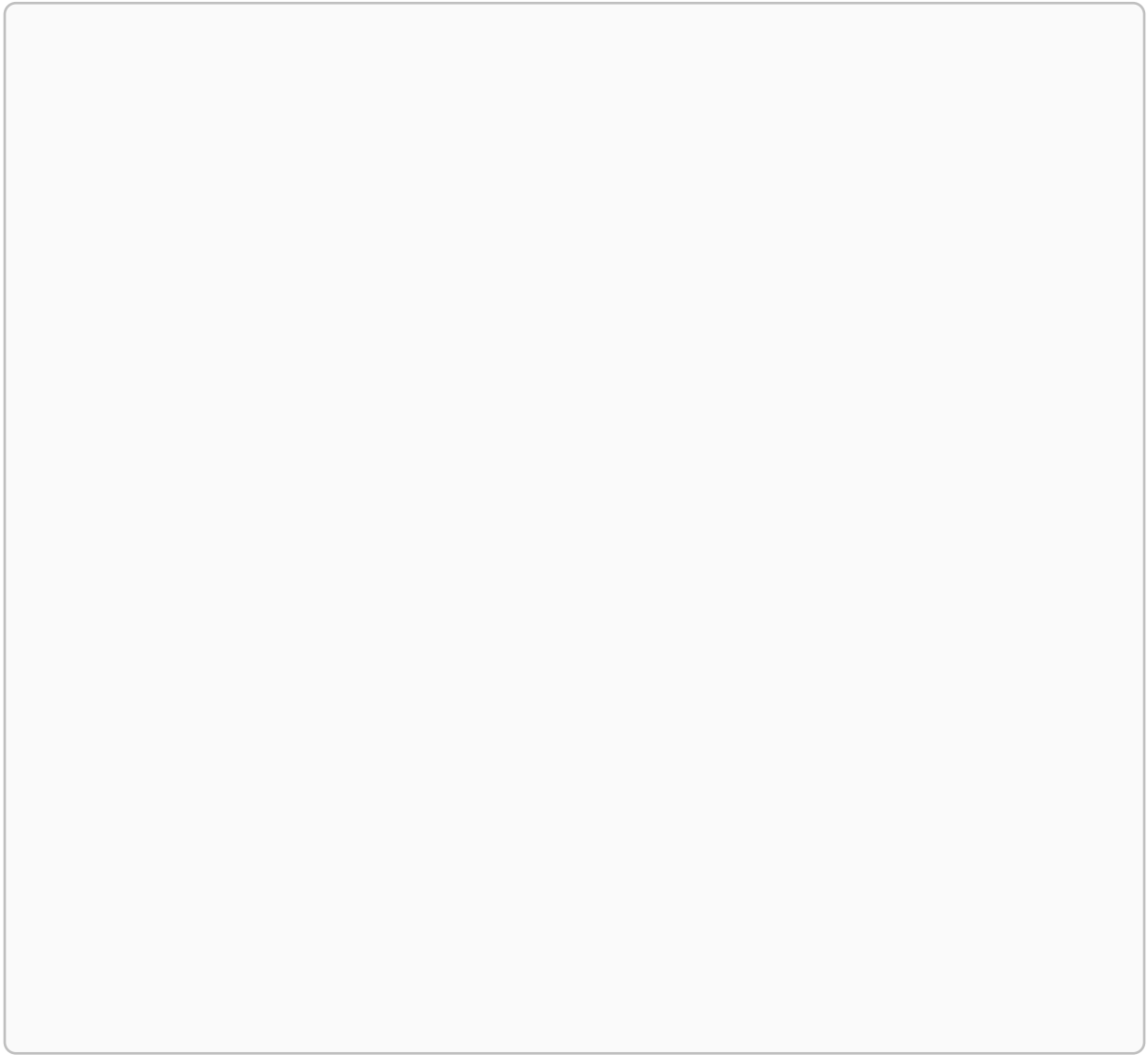
Topic: Draw a **wingback armchair** from memory, providing the following three views.

- (a) **Front elevation** showing the wings, cushioned seat, and armrests with plausible proportions.
- (b) **Side profile** showing the high back-to-seat angle and the leg profile.
- (c) **3D perspective sketch** in three-quarter view, with light and shadow indicated on at least one face.

Labelling requirement: Label *at least five* structural parts from the following list: wing-back, armrest, seat cushion, front leg, rear leg, back cushion/panel, tufting detail.

Use the isometric axis reference below to orient your 3D sketch.





Evaluation Criteria

Criterion	Marks
Front elevation and side profile with plausible proportions	6
3D perspective sketch recognisable as a wingback armchair	7
Light and shadow rendered on at least one face	4
Five or more structural parts correctly labelled	5
Line quality and overall visual clarity	3
Total	25

Note: Deduct 2 marks if fewer than three views are present.



Q2 — Product Design[20 Marks | Suggested Time: 20 min]

Topic: Design a **modular, flat-pack bookshelf system** for small urban apartments.

- (a) **Assembled 3D sketch** in three-quarter view showing the bookshelf in its assembled state, with at least **3 shelf levels** and at least **one lateral divider**.
- (b) **Flat-pack / disassembled view** showing the individual panels, connector pieces, and how they stack compactly for storage; annotate approximate flat-pack dimensions.
- (c) **Connector/joining detail sketch** — show clearly how two panels lock together *without screws or glue* (e.g., slot-and-tab, cam lock, peg-and-hole).

Annotation requirement: Clearly label the **materials** used on all three sketches (e.g., birch plywood, MDF, bamboo, recycled PP).



Evaluation Criteria

Criterion	Marks
Assembled 3D sketch is coherent with 3 shelf levels and at least one divider	5
Flat-pack view showing individual panels with annotated dimensions	5
Connector/joining detail sketch showing tool-free locking mechanism	5
Materials annotated clearly	2
Design is modular and plausibly flat-packable	3
Total	20



Q3 — Visual Composition [20 Marks | Suggested Time: 20 min]

Topic: Create a single-frame visual composition communicating the theme “Urban Heat Island Effect”. No text is permitted inside the image frame.

Your composition must satisfy all three of the following requirements:

- Show a city skyline or aerial view with **thermal gradients** suggested by concentric halo forms around buildings.
- **Contrast** a cool, green park zone with a hot, dense built-up zone using **value contrast** (light vs. dark or open vs. dense mark-making).
- Use the **repetition of a geometric form** (e.g., building rectangle, circular halo arc) as a deliberate design device.

After the image, write **2–3 sentences** explaining your composition intent.

Use the value-scale reference below to plan your tonal range.



Image area:



Composition intent (2–3 sentences):

Evaluation Criteria

Criterion	Marks
Theme (urban heat island) communicated without text inside image	6
Clear contrast between cool/green zone and hot/dense zone	4
Repetition of a geometric form as a deliberate design device	4
Value contrast used effectively (light vs. dark areas)	3
Composition intent statement (2–3 sentences) is relevant and clearly written	3
Total	20



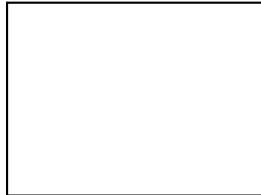
Q4 — Sequential Storyboard[20 Marks | Suggested Time: 20 min]

Topic: Draw a **5-panel storyboard** for the following scenario:

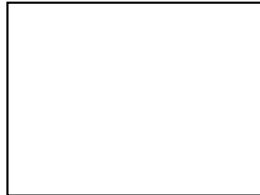
A street food vendor arrives at their spot before dawn, sets up the cart and equipment, serves the first customer, handles a rush during peak morning hours, and packs up at the end of the day.

Requirements for each panel:

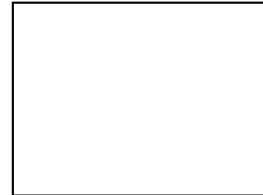
- Clear **silhouettes** of the vendor, cart, utensils, and customers.
- **Environment cues** appropriate to the moment (dawn sky, cart layout, crowd, packing crates).
- A **caption of 10 words or fewer** written below each panel.



Panel 1



Panel 2



Panel 3



Panel 4



Panel 5

(Use the grid above for sketches. Write a caption of ≤ 10 words below each panel.)



Evaluation Criteria

Criterion	Marks
All 5 panels present with clear borders	2
Logical and coherent narrative sequence across all panels	4
Characters and environment cues identifiable in each panel	6
Captions of 10 words or fewer for each panel	4
Overall visual storytelling quality and expressiveness	4
Total	20



Q5 — Writing Task[15 Marks | Suggested Time: 15 min]

Topic: Write approximately **150 words** on:

“The role of colour psychology in packaging design for children’s educational products.”

Your response must:

- Identify **2–3 specific ways** colour choices influence a child’s engagement, learning, or product trust.
- Propose a **concrete design guideline or example** (a product category, a specific palette choice, or a design principle).
- Be written in **clear paragraphs** — bullet points are not accepted.



Evaluation Criteria

Criterion	Marks
Identifies 2–3 specific effects of colour on children’s engagement or learning	4
Proposes a concrete design guideline or example	5
Well-organised paragraph structure (bullet points not accepted)	3
Grammar, vocabulary, and clarity of expression	3
Total	15



Total Marks: 100 | No Negative Marking

Attempt all questions. Annotated, partially complete answers score better than blank pages.

