

CEED

Design Drawing & Writing Skills

Sample Paper – 8

Duration: 105 Minutes | Maximum
Marks: 100

General Instructions

1. This paper contains **five** questions. Attempt **all** questions.
2. Answers are to be drawn / written in the designated answer-book provided.
3. Read each question carefully before beginning your answer.
4. **Neat, labelled, and annotated** answers fetch higher marks than elaborate but unlabelled ones.
5. Time allocation per question is indicative; manage your own time appropriately.
6. Calculators, electronic devices, and stencils are **not** permitted.



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1 — 25[22 Marks | Suggested Time: min]

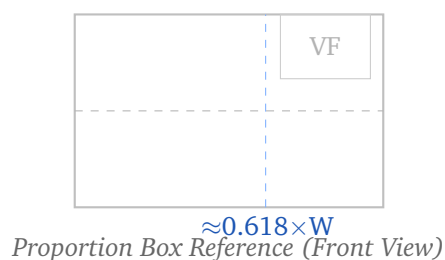
Freehand Drawing – DSLR Camera from Memory

Draw the following three views of a DSLR camera *entirely from memory*, without the use of any stencil or template.

- Front elevation view** showing the lens barrel, shutter button, flash hot-shoe, grip, and viewfinder hump.
- Rear/back elevation view** showing the LCD screen, control dials, thumb grip, and viewfinder eyepiece.
- 3D three-quarter perspective sketch** (from slightly above-front-left) showing the camera as a user would hold it, with *light and shadow* rendered on at least one face.

Label at least 5 parts from the following: lens barrel, shutter release, LCD screen, viewfinder, grip, mode dial, hot shoe, strap lug.

Proportion box guide (use as reference for the front view):



Answer Space – Q1 (draw all three views with labels below):

Evaluation Criteria

Criterion	Marks
Front elevation and rear elevation with plausible proportions	6
3D perspective sketch recognisable as a DSLR camera	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.



2 — 20[20 Marks | Suggested Time: min]

Product Design – Community Bicycle-Sharing Station

Design a **lockable, weatherproof community bicycle-sharing station** for a university campus. The station must accommodate **6 bicycles**.

- (a) Draw a **3D three-quarter sketch** of the station in its full configuration, showing the rack structure, locking slots for 6 bicycles, a solar-powered LED canopy, and a payment/unlock terminal.
- (b) Draw a **detail sketch of ONE locking slot mechanism** showing clearly how the bicycle wheel is secured (U-lock rail, wheel cradle, cable guide, or smart lock post).
- (c) **Annotate materials** (e.g. galvanised steel, polycarbonate canopy, ABS terminal casing) and indicate the approximate station footprint dimensions (L × W).

Rubric breakdown: (a) 5 + (b) 5 + (c) 5 + footprint dimensions 2 + structural plausibility 3 = 20 marks.

Answer Space – Q2 (station sketch, locking slot detail, annotations):



Evaluation Criteria

Criterion	Marks
3D sketch shows full 6-bicycle station with canopy and terminal	5
Locking slot detail sketch shows wheel-securing mechanism clearly	5
Materials annotated clearly	5
Approximate station footprint dimensions indicated (L × W)	2
Design is weatherproof and appears structurally plausible	3
Total	20



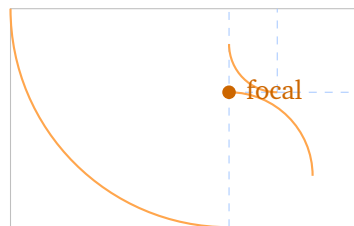
3 — 20[20 Marks | Suggested Time: min]**Visual Composition – Plastic Pollution in Oceans**

Create a single-frame visual composition that communicates “**Plastic Pollution in Oceans**”. **No text or lettering** is permitted inside the image frame.

- Show ocean waves/water forms and plastic debris accumulation, using a **contrast** of fluid organic curves (water) against jagged angular forms (debris, bottles, plastic bags).
- Include a **clear focal point** — for example, a sea creature entangled in or surrounded by debris.
- Use **visual density/crowding** as a deliberate compositional device to convey the scale of the problem.

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

Golden spiral reference (use to place your focal point and arc the composition):



Golden Spiral Reference

Answer Space – Q3 Image (no text inside the frame):

Composition Intent Statement (2–3 sentences):



Evaluation Criteria

Criterion	Marks
Theme (ocean plastic pollution) communicated without text	6
Contrast of fluid organic curves (water) vs. jagged angular forms (debris)	4
Clear focal point present	4
Visual density/crowding used as deliberate compositional device	3
Composition intent statement (2–3 sentences) relevant and clearly written	3
Total	20



4 — 20[20 Marks | Suggested Time: min]**Sequential Storyboard – Evening Power Cut**

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

Panel 1: A family experiences a sudden power cut in the evening.

Panel 2: They search for candles and torches in the dark.

Panel 3: They gather in the living room by candlelight and play a board game together.

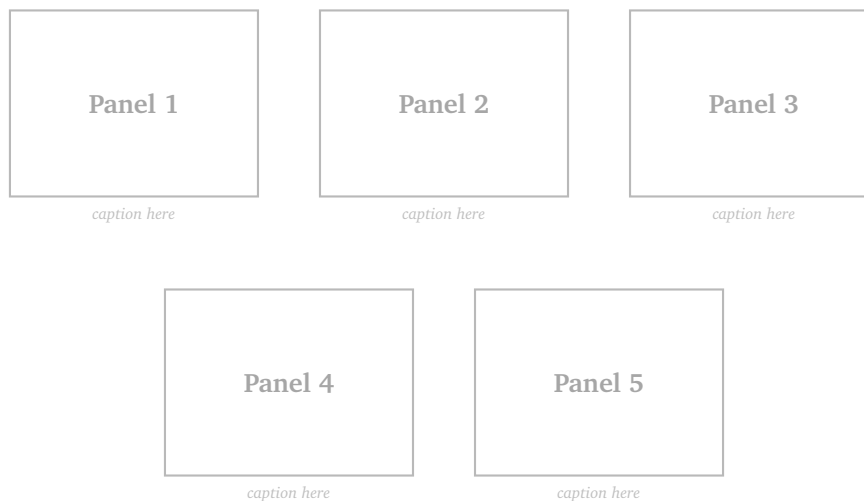
Panel 4: The power is restored and everyone looks at their phones.

Panel 5: But then they put their phones away and return to the board game.

Requirements per panel:

- Clear silhouettes of family members and environment cues (lamp, candles, board game on table, phone glow, window darkness).
- A caption of **10 words or fewer** written below each panel border.

Panel grid reference (3 top + 2 bottom, centred):



Answer Space – Q4 (draw all 5 panels with captions; replicate the grid above at full size):

Reminder: Each caption must be **10 words or fewer**. Captions may be written directly

below each panel border. Use simple, expressive silhouettes; fine detail is not required.



Evaluation Criteria

Criterion	Marks
All 5 panels present with clear borders	2
Logical and coherent narrative sequence	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



5 — 15[15 Marks | Suggested Time: min]

Writing Task – User-Centred Design for Rural Digital Banking

Write approximately **150 words** on the following topic:

“How user-centred design principles can make digital banking services more accessible to first-generation smartphone users in rural India.”

Your response **must**:

- Identify **2–3 specific barriers** that first-generation smartphone users face when using banking apps — such as low literacy levels, language barriers, lack of digital trust, limited data connectivity, or interface complexity.
- Propose a **concrete design intervention**, for example a voice-guided interface, icon-only navigation, vernacular language support, or progressive disclosure of features.
- Be written in **clear, continuous paragraphs**. Bullet points will *not* be accepted.

Answer Space – Q5 (write in clear paragraphs; approximately 150 words):



Evaluation Criteria

Criterion	Marks
Identifies 2–3 specific barriers for first-generation smartphone users	4
Proposes a concrete and feasible design intervention	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.

