

CEED 2012

Question Paper



Indian Institute of Technology Bombay

Contents :

No.	Title	Marks	Page No.
1.	Part A - Multiple Choice Question 40 nos.	50 marks	3-14
2.	Part B:		
	• Drawing Ability	20 marks	15-16
	• Design Problem Solving	30 marks	17-22
3.	Pages for Rough Work		23-24
Total		100 marks	

Part-A

(Answer all questions)

[50 Marks]

Q. 1. Identify the animal from the tail shown in the image below.



Horse

(A)

Cow

(B)

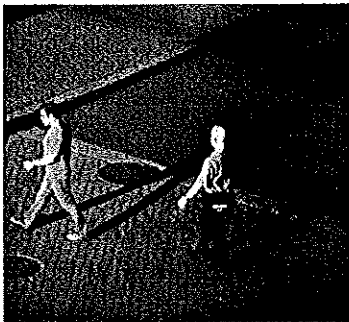
Elephant

(C)

Dog

(D)

Q. 2. At what time of the day was this photograph taken in Central India?



11 AM

(A)

2 PM

(B)

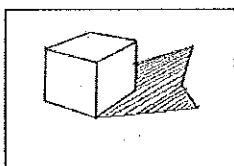
5 PM

(C)

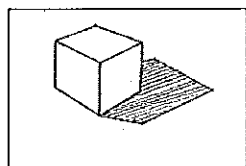
8 PM

(D)

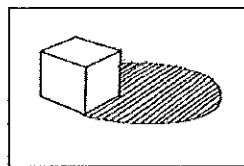
Q. 3. A cube is shown with its shadow. Identify the one with the correct shadow.



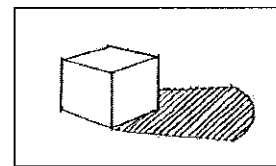
(A)



(B)



(C)



(D)

Q. 4. Identify the person from the photograph shown below.



Arun Jaitley

(A)

S C Bose

(B)

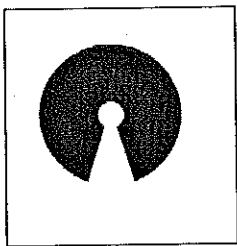
Jyoti Basu

(C)

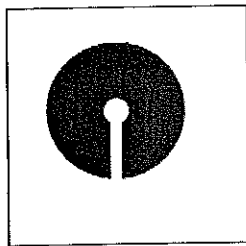
Farooque Abdulla

(D)

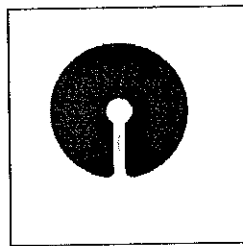
Q. 5. Identify the logo of State Bank of India.



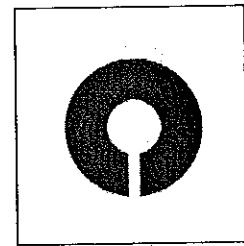
(A)



(B)



(C)



(D)

Q. 6. Four fonts are shown below. Identify the font that is different from the others.

Abc

(A)

Abc

(B)

Abc

(C)

Abc

(D)

Q. 7. Identify the tool used to create the letters shown below.

अ ई ज

Chalk

(A)

Calligraphic pen

(B)

Ball point pen

(C)

Gel pen

(D)

Q. 8. Identify the animal from the pug mark of hind foot shown in the image.



Elephant

(A)

Crocodile

(B)

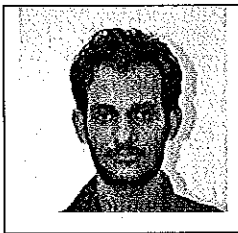
Monkey

(C)

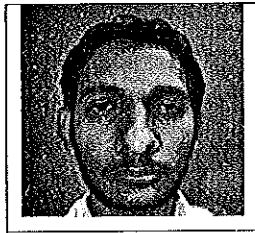
Leopard

(D)

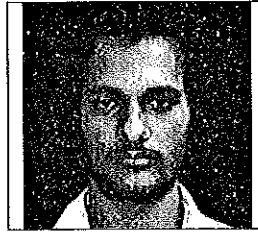
Q. 9. Identify the photograph most suitable for use in Identity cards.



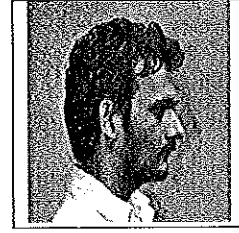
(A)



(B)

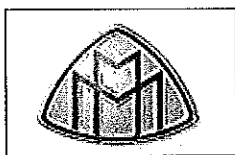


(C)

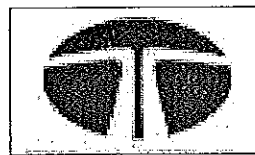


(D)

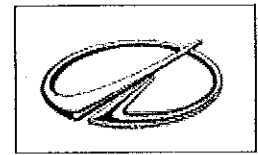
Q. 10. Identify the logo of Mahindra & Mahindra.



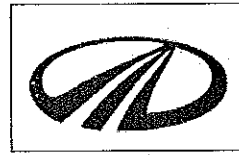
(A)



(B)



(C)



(D)

- Q. 11. A sequence of frames from an animation is given below, where one frame is missing. Select the one from the given options to complete the sequence.



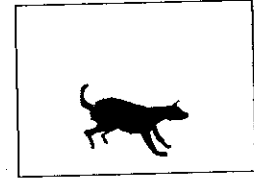
(A)



(B)

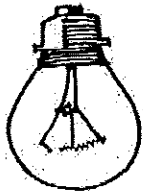


(C)



(D)

- Q. 12. Which word most appropriately communicates the image given below?



Education

(A)

Darkness

(B)

Knowledge

(C)

Enlightenment

(D)

- Q. 13. Identify the creator of the painting shown below.



M F Hussain

(A)

Jamini Roy

(B)

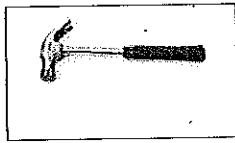
Nandalal Bose

(C)

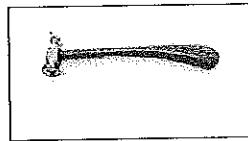
Rabindranath Tagore

(D)

Q. 14. Four hammers with different handles are shown below. Select the one which is most comfortable to use.



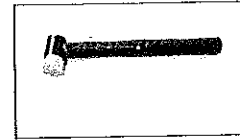
(A)



(B)

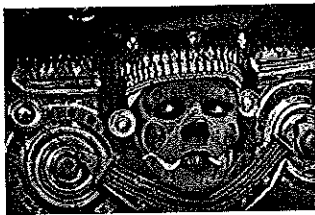


(C)



(D)

Q. 15. Identify the state to which the given image belongs.



Maharashtra

(A)

Karnataka

(B)

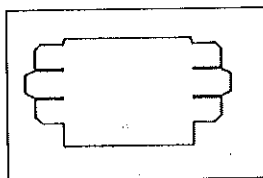
Tamil Nadu

(C)

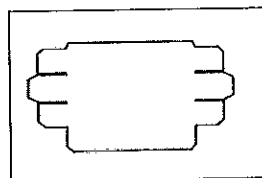
Kerala

(D)

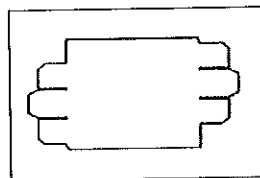
Q. 16. Drawing of an unfolded toothpaste pack is shown below. Identify the correct one.



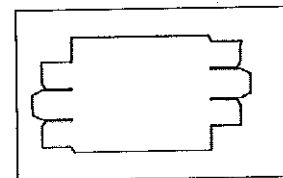
(A)



(B)



(C)



(D)

Q. 17. A character from an animation film is shown below. Identify the name of the character.



Chottu

(A)

Chintu

(B)

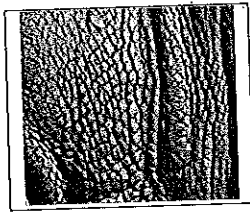
Mowgli

(C)

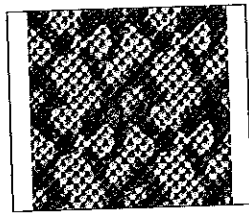
Jimmy

(D)

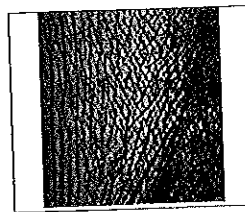
Q. 18. Identify the skin texture of elephant from the images given below.



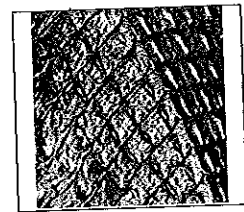
(A)



(B)



(C)



(D)

Q. 19. Identify the state to which the given image belongs.



Orissa

(A)

Manipur

(B)

Bengal

(C)

Gujarat

(D)

Q. 20. The given image is the reflection of the word "SAMRAT" on a surface. Identify the nature of the reflective surface.



Flat

(A)

Concave

(B)

Convex

(C)

Cylindrical

(D)

Q. 21. RGB as used in light theory stands for:

Red, Gold, Black

(A)

Red, Green, Black

(B)

Red, Green, Blue

(C)

Red, Green, Brown

(D)

Q. 22. M K Gandhi stands for:

Mohanbhai
Kishorbhai Gandhi

(A)

Mohandas
Karamchand
Gandhi

(B)

Mohandas
Keshubhai Gandhi

(C)

Mohandas
Karimchand
Gandhi

(D)

Q. 23. The national fruit of India is:

Coconut

(A)

Apple

(B)

Grape

(C)

Mango

(D)

Q. 24. The director of Uski Roti is:

Govind Nihalani

(A)

Shyam Benegal

(B)

Satyajit Ray

(C)

Mani Kaul

(D)

Q. 25. Identify the designer from the following:

Van Gogh

(A)

da Vinci

(B)

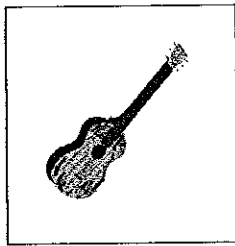
Paul Klee

(C)

Pablo Picasso

(D)

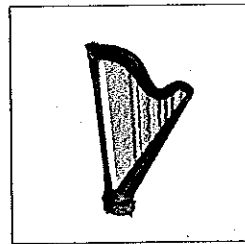
Q. 26. From the images of musical instruments given below, identify the one that does not belong to the group.



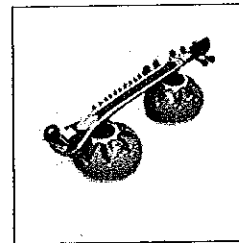
(A)



(B)



(C)



(D)

Q. 27. The author of The God of Small Things is:

Chetan Bhagat

(A)

Arundhati Roy

(B)

Bimal Roy

(C)

Aravind Adiga

(D)

Q. 28. Dr. D Udaya Kumar is well known in the field of:

Cardiology

(A)

Choreography

(B)

Music

(C)

Graphic Design

(D)

Q. 29. Cubism was started by:

Pablo Picasso

(A)

Massimo Vignelli

(B)

da Vinci

(C)

Michelangelo

(D)

Q. 30. The full form of DSLR is:

Dynamic Self Loading Rifle

(A)

Digital Single Lens Reflex

(B)

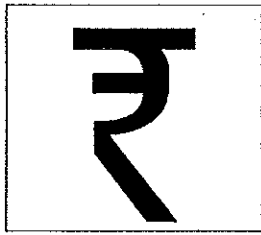
Digital Single Line Radio

(C)

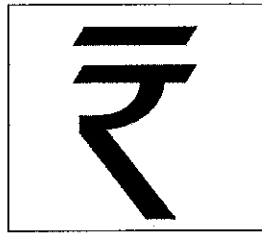
Dual Stage Light Reflector

(D)

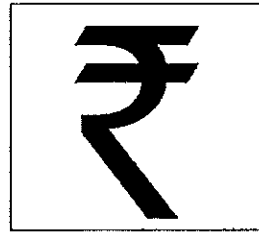
Q. 31. Identify the Rupee symbol approved by the Govt. of India.



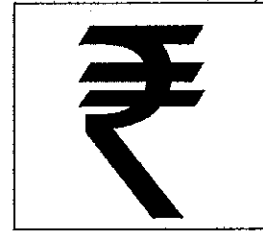
(A)



(B)

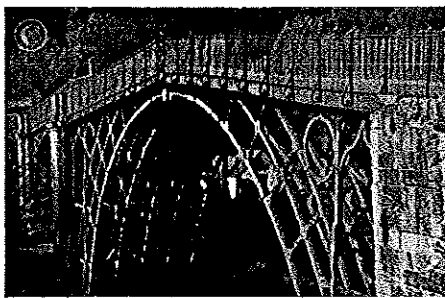


(C)



(D)

Q. 32. Identify the material used to construct the bridge shown below:



Steel

(A)

Hard Wood

(B)

Concrete

(C)

Cast Iron

(D)

Q. 33. Identify the correct map of India.



(A)



(B)

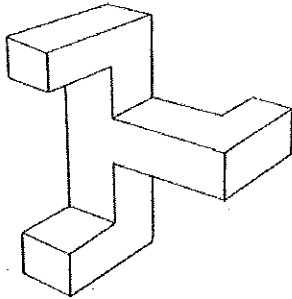


(C)



(D)

Q. 34. Count the number of faces in the object shown below.



14

(A)

15

(B)

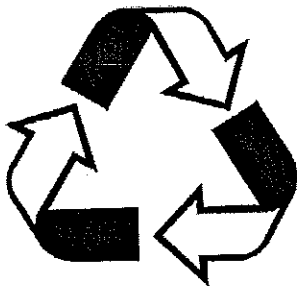
16

(C)

18

(D)

Q. 35. The symbol shown below stands for:



Cyclone

(A)

Air circulation

(B)

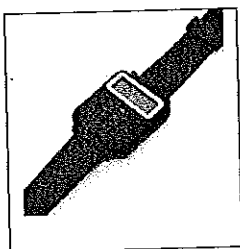
Recycling

(C)

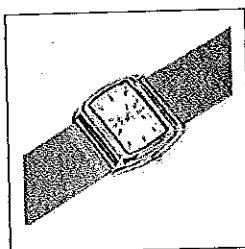
Wind energy

(D)

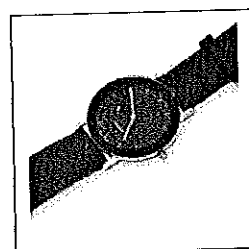
Q. 36. Identify the wrist watch having the most sporty look.



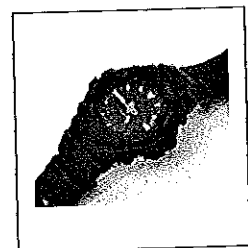
(A)



(B)



(C)



(D)

Q. 37 Identify the material used for the sculpture in the image.



Cast Iron

(A)

Granite

(B)

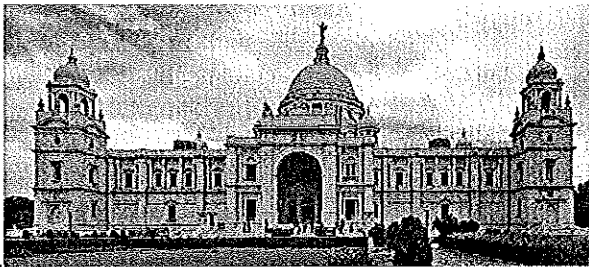
Bronze

(C)

Marble

(D)

Q. 38 Identify the monument shown below.



Vidhan Soudha

(A)

Victoria Memorial

(B)

Mysore Palace

(C)

White House

(D)

Q. 39 Select the most suitable type of cup for drinking hot tea/coffee.

Paper cup

(A)

Polystyrene cup

(B)

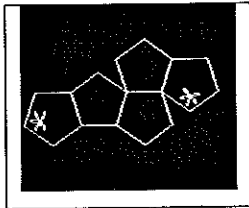
Stainless steel cup

(C)

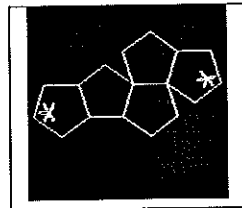
Ceramic cup

(D)

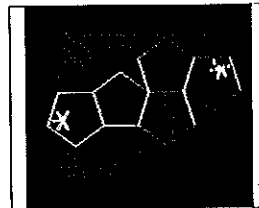
- Q. 40 The unit shown below is a pentagon with a mark. Each of the four compositions (A, B, C, D) is created by mirroring four times along the edges. Identify the composition with the correct reflection.



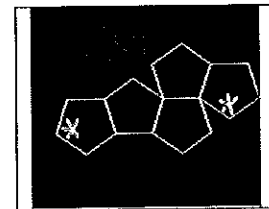
(A)



(B)



(C)



(D)

Part-B

Drawing Ability

Question 1 (Answer ANY ONE)

[20 Marks]

Draw your favorite car in proper perspective in three-quarter view.

OR

Draw a 5 year old boy sitting on a chair.

Instructions:

The final drawing is to be done free hand using only a pencil. Do not use any colour. You may use shading to give a realistic three dimensional feel. Do not use any drawing instrument like ruler, set square, compass etc.

Evaluation criteria:

- Composition
- Perspective
- Light, shade and shadow
- Quality of lines

Rough Work

Final Drawing

Design Problem Solving

Question 2

[30 Marks]

Answer ANY ONE of the following questions [A] or [B] or [C]

[A]

Caps on glass bottles used for pickles and jam are often difficult to open for senior citizens. Many of these caps are screwed on to the bottles.

Design an opener for screwable bottle caps, to be used by the elderly.

- a. **Identify at least five distinct factors** essential for designing a cap opener for bottles and jars that can be used by the elderly. Write briefly in the space provided on page 20.
- b. **Generate three distinct concepts** through pencil sketches based on the factors identified above. Present these **pencil sketches** along with **brief notes** (if necessary) in the space provided on page 20-21.
- c. Create your **final concept** and present this through drawing, showing the overall form and design of its features on page 22. Mention **materials to be used** for production of the opener and **reasons for choosing** the same.

Evaluation criteria:

- Identification of distinct factors
- Originality of your alternate concepts
- Appropriateness of your final solution
- Appropriateness of choice of materials
- Quality of your presentation

OR
[B]

The issue of corruption is becoming a big concern and people are agitating over the issue. It is a social responsibility of a designer to create awareness of this issue amongst common people so that they are properly informed about this, through visual media.

Your task is to **design an anti-corruption awareness poster** to capture the essence of the issue. You can make use of text, graphics or both.

- a. **Identify at least five distinct factors** essential for representing the issue of corruption. Write briefly in the space provided on page 20.
- b. **Generate three distinct concepts** through pencil sketches based on the factors identified above. Present these **pencil sketches** along with **brief notes** in the space provided on page 20-21.
- c. Create your **final concept of the poster** and present this through drawing on page 22. You may use colours if necessary.

Evaluation criteria:

- Identification of distinct factors
- Originality of your alternate concepts
- Appropriateness of your final Poster
- Clarity of your Poster in representing the issue of corruption

OR

[C]

The issue of Dengue fever claiming human life is becoming a concern.

Create an imaginary female mosquito character spreading dengue fever. Draw an interesting comic strip of five key frames involving the character created. You may add characters to complement the story.

- a. Write an abstract of the **story in five lines**. Write briefly in the space provided on page 20.
- b. Make **three alternative sketches** for each of the characters in the space provided on page 20-21.
- c. Represent your **story board in five frames in the space allotted** on page 22. You may use colours if necessary.

Evaluation criteria:

- Abstract of the story
- Appropriateness of the characters
- Originality of story board
- Quality of presentation

a. Five distinct factors for [A] OR [B]

OR

Abstract of the story for [C]

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

b. Three Concepts for [A] or [B]

OR

Three alternative sketches for each of the characters for [C]

Sketch of first concept for [A] or [B] or first character for [C]

Brief Note.....
.....

Sketch of second concept for [A] or [B] or second character for [C]

Brief Note.....
.....

Sketch of third concept for [A] or [B] or third character for [C]

Brief Note.....
.....

- c: Final concept for [A]
OR
Final concept of poster for [B]
OR
Final storyboard for [C]

Brief Note.....