

AMBEDKAR UNIVERSITY DELHI
Lothian Road, Kashmere Gate, Delhi – 110006

SCHOOL OF DESIGN

Aptitude Test for MDes Social Design programme, 6th July 2017

TOTAL MARKS: 50

Time: 10:30am to 1.30pm

IMPORTANT INSTRUCTIONS

1. Answers to all questions are to be filled in the question paper itself. Use both sides of the paper.
2. Question No. 3 will require you to go around the AUD Campus and outside and respond after due observation, interaction and understanding. However, you are not allowed to take the question paper out of the Examination Hall at any time during the test. Notepads are available for you to make notes for this question.
3. After completion, please submit the entire test paper to the invigilator.

Roll Number:

Signature of the Invigilator.....

For Official Use Only. Please do not fill the part below:

NOTE FOR CANDIDATES

This question paper is designed to help you gain a better understanding of the nature of the MDes Social Design programme and its objectives and to evaluate your aptitude for the programme. The MDes Social Design programme would enable you in acquiring and developing many of the capabilities that are listed below as part of the requisite aptitude profile. We hope that you will enjoy this aptitude test process and join the MDes Social Design programme with greater clarity, conviction and motivation to do something extraordinary in your life as well as for the society around you.

Qualities desirable for and developed through the MDes Social Design Programme:

1. Interest to work in areas of basic needs such as education, health, hygiene, sanitation, public transport, gender issues, etc.
2. Curiosity in interacting and engaging with people and discussing their problems, aspirations, especially those from the underprivileged sections of our society.
3. Having a keen observation of life around you and noticing all possible details and the larger social systems within which these exist.
4. A desire to solve problems of people/communities/society in public domain. An urge to imagine how such issues could be addressed differently.
5. Energy and drive to take up leadership roles, be independent, follow your own objectives and take responsibility.
6. An ability to think of many suitable answers for a given question/ problem rather than just one.
7. Ability to articulate your ideas and effectively communicate them to others.
8. Perseverance to experiment and readiness to return again and again to a problem in order to resolve it.
9. An interest in how things are made, finding out the different materials and technologies used to make objects that we are surrounded by and their relationship/influence on social behavior.
10. Appreciation and inclination to understand creative expressions in culture, art, craft, aesthetics, design and architecture.

Question 1: 10 Marks

What societal or environmental challenges in your immediate surrounding tend to directly affect and bother you on a day-to-day basis? Please name three in order of priority.

- a. Describe in detail one of the three challenges you have identified.
- b. Describe/ Draw/ Represent what have you already done to resolve or address this issue?
- c. Describe/ Draw/ Represent what you imagine can be done to resolve or address this issue?

Emphasis of the Question and Assessment Criteria

- Ability to undertake a systematic process towards problem solving.
- Quality of observation and depth of understanding of the selected problem or issue.
- Ability and aptitude to solve problems in an analytical and imaginative manner.

Answer

Question 2: 10 Marks

Many people commuting in the metro rail in a city like Delhi, can be seen lost in their own world, playing video games, listening to music or watching movies on their mobiles. It may be interpreted that their actions reflect a need to find personal time and space for themselves, which they otherwise find difficult, handling a busy and demanding lifestyle.

Can you use the above insight as an opportunity to imagine a new feature/ service in the Delhi Metro Rail Corporation?

Describe and also try to draw out your proposal.

Emphasis of the Question and Assessment Criteria

- Ability to comprehend and interpret a given situation.
- Ability to project and visualize a described scenario.
- Ability to transform a situation or problem through imaginative solutions.
- Clarity in presenting proposed solution.

Answer

Question 3: 10 Marks

Step out of the Examination Hall and visit any one of the locations below, in the university campus. You are expected to be at your chosen location for at least 15 minutes and carefully observe in detail the behavior of the person/s and environment there. You may also interact and converse with people if required.

- a. Security Guards at the main gate of the university campus or
- b. Person at the cash counter, taking orders at any one of the university's canteens or
- c. The drivers of the official (Delhi Tourism) taxis on duty at the university or
- d. Persons using any one of the drinking water coolers in the campus

Note down all your observations.

Highlight the ones that are interesting or previously not known to you.

To each of the observation/s highlighted, provide your interpretation as to 'why' it may be so.

Emphasis of the Question and Assessment Criteria

- Ability to engage with and critically observe a given situation.
- Ability to interact with people and get relevant information.
- Ability to investigate in a methodical manner.
- Clarity of articulation in writing

Answer

Question 4: 10 Marks

Provide interesting analogies and metaphors to complete any of the five sentences below that may inspire a new design idea in each of the underlined subjects in the following sentences:

- i. A wall clock works like

- ii. A CEO of a company must act like

- iii. A sliding glass window looks like

- iv. A stapler at work is like

- v. To develop patience, one needs to act like

- vi. A ceiling fan in motion looks like

Emphasis of the Question and Assessment Criteria

- Goal oriented approach to creative thinking.
- Ability to imagine interesting alternatives.

Question 5: 10 Marks

Personal Profile: Answer each question separately.

- i. What are your interests; the things that really excite you?
- ii. What do you think are a few of your best abilities; natural innate talents, things that you do easily and effortlessly?
- iii. What are your skills; learned or acquired talents, things you have got better at through practice and study?
- iv. What do you value and passionately believe in and would like to work on, in the future?
- v. How would someone who knows you closely, describe key features of your personality?

Emphasis of the Question and Assessment Criteria

- Clarity about one's own self and quality of description.

