

Cluster Innovation Centre, University of Delhi, Delhi-110007

Examination : End Semester Examination – May 2021
Name of the Course : B.Tech (Information Technology and Mathematical Innovations)
Name of the Paper : Visual Art and Aesthetics
Paper Code : 911713
Semester : VII
Duration : 3 Hours
Maximum Marks : 75

Instructions:

This question paper contains six questions, out of which any four are to be attempted. Each question carries equal marks.

1. Contrary to the popular theory “Survival of the fittest”, how beauty plays an important role in the natural world?
2. According to you is it ethical to use filters in social media.
3. How controlled parameters dictate aesthetics.
4. Why it is important to understand the aesthetics of the population while designing products.
5. Explain consequences of misreading of sign with some examples
6. Using semiotics explain inherent properties while designing an icon.