

UID- Design Aptitude Test (DAT) 2023 (ONLINE)

Postgraduate

Time: 3 Hours

TOTAL MARKS - 100

INSTRUCTIONS TO THE CANDIDATES

Read these instructions carefully before attempting the questions.

1. Please ensure that you are seated alone in a room for taking the examinations. Also ensure that you are seated in a well-lit area for taking the examination.
2. Sufficient A4 Sheets, Lead Pencils (grade B, 2B, 4B, 6B and 8B), coloured pencils, eraser, ruler, sharpener and geometry box for the purpose of examination.
3. Properly functional laptop / desktop with a functional mic and web-camera (either inbuilt or externally attached).
4. Internet Speed should be minimum of 1Mbps.
5. Candidates are requested to deactivate the screensaver & antivirus software and other notification for smooth conduct of the Examination.
6. Kindly keep any one Government ID Proof such as Aadhar Card, PAN Card, Driving License or your School ID Card handy.
7. You are required to be prepared with their system (Laptop/Desktop with inbuilt or fitted webcam arrangement) for the ONLINE test and check out their systems / read manual and check out the virtual video guide to attempt DAT 2023
8. The link will be accessible at least 45 minutes before the commencement of the DAT 2023
9. The test will be conducted through an AI-proctored platform. Use Laptop/Desktop (With a front camera/webcam and microphone facility) is MUST, for easy and convenient execution of examination.
10. Once the examination starts, you will not be allowed to change the examination window program. Navigation alerts are shared on-screen every time you try to navigate from the test window.
11. Before starting the examination please go through the instruction manual and virtual video guide for attempting DAT 2023

Postgraduate DAT Paper consists of two parts with 43 Questions.

Part 1 GAT – (General Ability Test) carries a total of **40** marks. It contains **40** questions: This part assesses Communication Ability, Comprehension, Quantitative Ability, Analytical Ability, General Knowledge and Current Affairs and Data Interpretation.

Part 2 CAT – (Creative Ability Test) carries a total of **60** marks. It contains **03** questions: This part assesses Creative Thought Process, Critical Analysis, Design Problem Solving Skill, Interpretation and Expression, Visualization & Representations.

PART – A

PART A: This part assesses knowledge of Communication Ability, Comprehension, Quantitative Ability, Analytical Ability, General Knowledge and Current Affairs, Data Interpretation

(40 questions - 40 marks @ 1 mark each)

Q no. 1. Which one is not a game?

- a) Super Mario Bros
- b) Sonic the Hedgehog
- c) Diablo III
- d) Ratatouille

Q no. 2. Which of the following is the Solid geometrical form?

- a) Circle
- b) Octadecagon
- c) Enneadecagon
- d) Dodecahedron

Q no. 3. Tick the odd one out below

- a) Blue
- b) Blue green
- c) Green
- d) yellow

Q no. 4. "Bandhej" is traditionally done in:

- a) West Bengal
- b) Rajasthan
- c) Maharashtra
- d) Tamil Nadu

Q no. 5. Lamborghini logo stands for which zodiacal sign

- a) Taurus
- b) Aries
- c) Libra
- d) Leo

Q no. 6. Tick ODD one out

- a) Hue
- b) Form
- c) Complementary
- d) Triad

Q no. 7. The Golden Spiral is also known as the

- a) Archimedean Spiral
- b) Logarithmic Spiral
- c) Hyperbolic Spiral
- d) None of Above

(Q no. 8 – 11) Read the excerpt from the book “The Design of Everyday Things” by Don Norman and answer the questions which follow:

“In the first edition of this book, then called POET, The Psychology of Everyday Things, I started with these lines: “This is the book I always wanted to write, except I didn’t know it.” Today I do know it, so I simply say, “This is the book I always wanted to write.” This is a starter kit for good design. It is intended to be enjoyable and informative for everyone: everyday people, technical people, designers, and non-designers. One goal is to turn readers into great observers of the absurd, of the poor design that gives rise to so many of the problems of modern life, especially of modern technology. It will also turn them into observers of the good, of the ways in which thoughtful designers have worked to make our lives easier and smoother. Good design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible, serving us without drawing attention to itself. Bad design, on the other hand, screams out its inadequacies, making itself very noticeable. Along the way I lay out the fundamental principles required to eliminate problems, to turn our everyday stuff into enjoyable products that provide pleasure and satisfaction. The combination of good observation skills and good design principles is a powerful tool, one that everyone can use, even people who are not professional designers. Why? Because we are all designers in the sense that all of us deliberately design our lives, our rooms, and the way we do things. We can also design workarounds, ways of overcoming the flaws of existing devices. So, one purpose of this book is to give back your control over the products in your life: to know how to select usable and understandable ones, to know how to fix those that aren’t so usable or understandable. The first edition of the book has lived a long and healthy life. Its name was quickly changed to Design of Everyday Things to make the title less cute and more descriptive. DOET has been read by the general public and by designers. It has been assigned in courses and handed out as required readings in many companies. Now, more than twenty years after its release, the book is still popular. I am delighted by the response and by the number of people who correspond with me about it, who send me further examples of thoughtless, inane design, plus occasional examples of superb design.

Q No. 8. The Author is referring to “POET” and “DOET”, respectively as The Psychology of Every Things and The Design of Everyday things.

- A. True
- B. False

Q no. 9. The second edition of POET was named DOET to make the title attractive and make it popular among schools, colleges and companies.

- A. True
- B. False

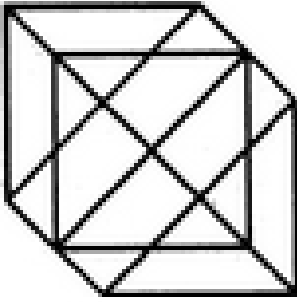
Q no. 10. The book author states that while good design is invisible and bad design is noticeable.

- A. True
- B. False

Q no. 11. Good observation skills and good design principles are a powerful tool for every person because everyone is a designer, whether professional or non- professional.

- A. True
- B. False

Q no. 12. Find the number of triangles in the given figure



- a) 18
- b) 20
- c) 24
- d) 27

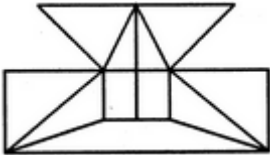
Q no. 13. Bhagalpur is famous for which of the following:

- a) Silk
- b) Kantha
- c) Pashmina
- d) Brocade

Q no. 14. Who is the author of the book "Indian Anthropometric Dimensions"?

- a) M.P.Ranjan
- b) Prabhu Das
- c) Debkumar Chakrabarti
- d) Sathosh Kumar

Q no. 15. Find the minimum number of straight lines used to make the given figure.



- a) 16
- b) 17
- c) 18
- d) 19

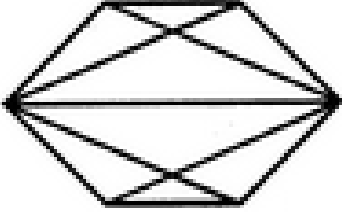
Q no. 16. Farmville is played on which platform?

- a) Facebook
- b) Twitter
- c) Instagram
- d) TikTok

Q no. 17 Kantha, Baluchari, Tangail and Jamdani are the hand printed famous sarees from which state

- a) Tamil Nadu
- b) Gujarat
- c) Madhya Pradesh
- d) West Bengal

Q no. 18. Find the number of quadrilaterals in the given figure



- a) 6
- b) 7
- c) 9
- d) 11

Q no. 19. IKAT is

- a) type of yarn
- b) embroidered fabric
- c) colour
- d) dyed fabric type

Q no. 20. What is the name of the artist?

- a) Jeff Koons
- b) Damien Hirst
- c) Tracy Emin
- d) David Hockney



An artist is seen here with his artwork.

Q no. 21. Which one is not Studio Ghibli movies

- a) Spirited Away
- b) Ponyo
- c) The Wind Rises
- d) None of the above

Q no. 22. Which of the following is appropriate as a design process?

- a) Manufacture - Prototype - Problem Definition - Ideate
- b) Ideate - Problem Definition - Prototype --Manufacture
- c) Prototype - Problem Definition - Manufacture - Ideate
- d) Problem Definition - Ideate - Prototype - Manufacturing

Q no. 23. What should be the manufacturing process of liquid jar showcased in image below?

- a) Forging
- b) Extrusion
- c) Rolling
- d) Blow Moulding



Q no. 24. One of the best Design Awards in the world, which has a history and tradition of more than 60 years:

- a) Applause Award
- b) Thea Award
- c) Golden Ticket Award
- d) Red Dot Award

Q no. 25. The nouns which cannot be felt, seen or heard is called

- a) Abstract noun
- b) Collective noun
- c) Proper noun
- d) Common noun

Q no. 26. The information transferred to the receiver must be interpreted. This process is called.....

- a) Decoding
- b) Encoding
- c) Opening
- d) Closing

Q no. 27. Hearing is the only important component of

- a) Listening
- b) Talking
- c) Speaking
- d) None of the above

Q no. 28. Time of action can be referred with

- a) Tense
- b) Transitive
- c) Intransitive
- d) Main verb

Directions for questions 29 to 34: Read the information given below and solve the questions based on it.

The State and the Arts: As much as I dislike having to say so, I personally would eliminate all federal funding of the arts. For, despite its benevolent intentions, the government does not know how to play the role of patron. Let's face it: bureaucrats cannot help but commission mediocre work, and their staying away from the world of the arts undoubtedly would improve matters, making possible something of a renaissance in music, painting, poetry and the other arts. That at least is my hope. It is necessary to distinguish between patronage and encouragement in this context: The government should encourage artistic expression by all means -- and by "encourage," I mean, provide subsidies to libraries, reduce the postal rates, change the tax laws, be generous with the funding of art schools. These are the kinds of things that we may reasonably expect of a government to manage properly. This kind of involvement on the part of the state takes its roots from the traditional American notion that enlargement of learning and

expansion of knowledge are beneficial to the nation. The more books the citizens read, the better for the country; the more discussion in the marketplace, the better for the republic. I believe in that; I believe that government can help. It is when the government gets involved in the business of patronage that I am not very impressed. The United States Government traditionally has been in the business of patronizing architecture, and all one has to do is to go to Washington and look around to understand the usual level of mediocrity----- by Lewis Lapham, "Eliminate Federal Funding to the Arts" in "How Society Supports the Arts: Four Views", Dialogue, No. 59, Vol. 1, 1983.

Q. no. 29. The writer is against the federal funding of the arts because

- A. it does not have any benevolent intentions.
- B. the bureaucrats know how to select the best.
- C. the bureaucrats never know how to select the best.
- D. he dislikes having to say so.

Q. no. 30. What the government cannot do is to

- A. support the arts in general terms.
- B. reduce the postal rates and change the tax laws.
- C. distinguish between encouragement and dictating.
- D. provide a lot of money for art schools.

Q. no. 31. The writer notes that the traditional American notion is that

- A. the government should not get involved in educational matters.
- B. the people would rather read books than get involved in market place discussions.
- C. the expansion of knowledge is good for the prices in the market.
- D. it is a good thing that the people should be better educated.

Q.no. 32. The writer thinks that,

- A. there are beautiful buildings all over Washington.
- B. the government should not provide financial support for the arts.
- C. the government should not see itself in a position to pick and choose when it comes to matters of artistic expression.
- D. architecture has been paid no attention to by the government.

Q. no. 33. Mark out the appropriate statement: The author

- A. is all for the continuation of the federal funding of the arts.
- B. thinks that patronage and encouragement are one and the same.
- C. would eliminate all bureaucracy out of his intense dislike for the bureaucrats.
- D. believes that the government can be of some help in supporting the arts.

Q no. 34. Vincent Van Gogh is known as

- A. An Impressionist painter
- B. A Dutch painter who used vibrant colours with fast and furious brushwork
- C. A Coal miner before he took up painting
- D. A Priest from Belgium who later took to painting religious pictures

- i) A and C are correct
- ii) B and C are correct
- iii) B and D are Correct
- iv) A and B are correct

Q no. 35. Running the same constant rate, 6 identical machines can produce a total of 270 bottles per minute. At this rate how many bottles could 10 such machines produce in 4 minutes?

- a) 648
- b) 1800
- c) 2700
- d) 10800

Q no. 36. An industrial loom weaves 0.128 meters of cloth every second. Approximately, how many seconds will it take for the loom to weave 25 metres of cloth?

- a) 178.21
- b) 195.31
- c) 204.05
- d) 488.65

Q no. 37. D is any point on side AC of $\triangle ABC$. If P, Q, X, Y are the midpoint of AB, BC, AD, DC respectively, then the ration of PX and QY is

- a) 1:2
- b) 1:1
- c) 2:1
- d) 2:3

Q no. 38. If a number is multiplied by two-third of itself the value, so obtained is 864. What is the number?

- a) 34
- b) 36
- c) 38
- d) 46

Q no. 39. If 2 men or 3 women or 4 boys can do a piece of work in 52 days, then the same piece of work will be done by 1 man, 1 woman and 1 boy in how many days?

- a) 48 days
- b) 36 days
- c) 45 days
- d) 50 days

Q no. 40. Statement: All the books are papers. Some papers are journals. Some journals are calendars.

Tick the right Conclusion below:

- a) Some journals are books.
- b) Some calendars are paper.
- c) Some books are journals.
- d) None of the above.

PART – B

PART B: This part assesses knowledge of Creative Thought Process, Critical Analysis, Design Problem Solving Skill, Interpretation and Expression, Visualization & Representation

(# 02 questions - 30 marks @ 15mark each

01 questions - 30 marks @ 30 mark each)

Q no. 41. Ideate, create, and Design (drawing with rendering) a water bottle for a blind person. Explain and write down the changes you decided to make from a traditional water bottle in 100 words.....15 marks

Space for drawing

Q no. 42. Choose any game/animation character and do an analysis of that (drawing, rendering and write-up of up to 100 words). Modify the original character to create a new character through Illustration (rendering) and write-up (not more than 100 words).30 marks

Space for Illustration:

Concept Note:

UID Sample Papers

Q no. 43. Ideate, design and plan a Saree Store (illustrate through rendering) and draw any view of the space. Please specify the dimensions, Colour layout and material used to design the store15 marks

Space for Illustration:

Concept Note:

UID Sample Papers