

**NIFT B.DES 2015**  
**ORIGINAL PAPER**



**Question No. 1**

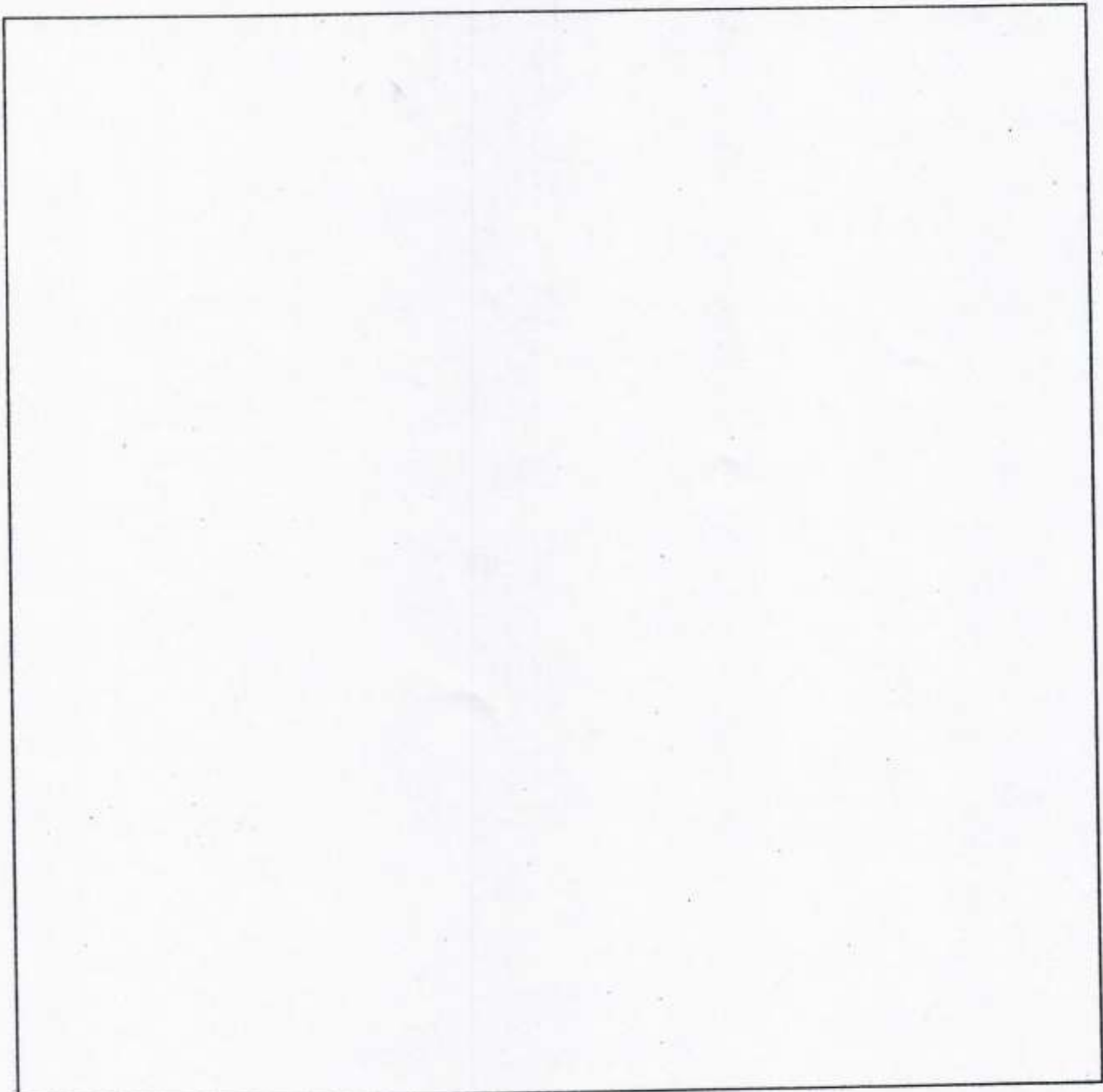
**(Marks: 30)**

Draw a poster in the box given below on any *ONE* of the following themes:

- Where there is a will there is a way.
- Better late than never.
- Every cloud has a silver lining.

Write the theme chosen in the space below:

Theme Chosen: \_\_\_\_\_

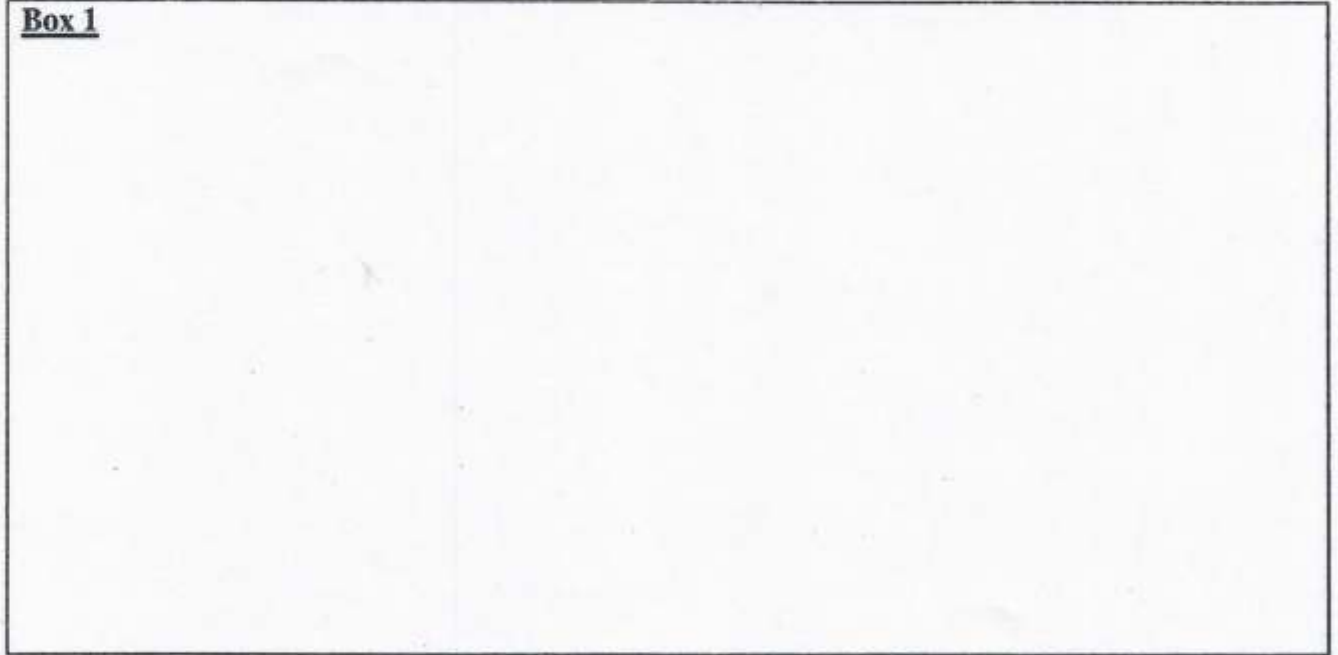


**Question No. 2**

**(Marks: 40)**

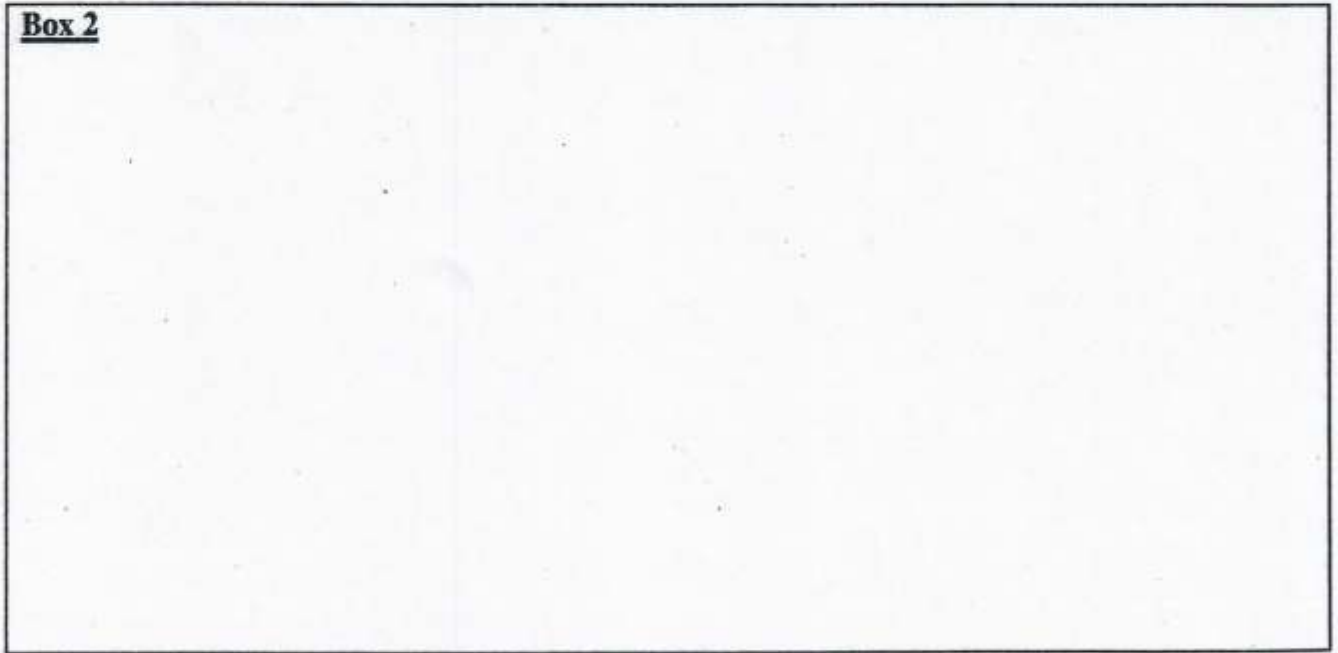
Draw any English or Hindi alphabet in Box 1. In Boxes 2 to 4, add or remove lines of the chosen alphabet to change it into a product or a picture.  
Write an appropriate caption below each box.

**Box 1**



Caption: \_\_\_\_\_

**Box 2**



Caption: \_\_\_\_\_

**Box 3**

Caption: \_\_\_\_\_

**Box 4**

Caption: \_\_\_\_\_

*BD-1000/2K15/02*

(5)

**Question No. 3**

**(Marks: 30)**

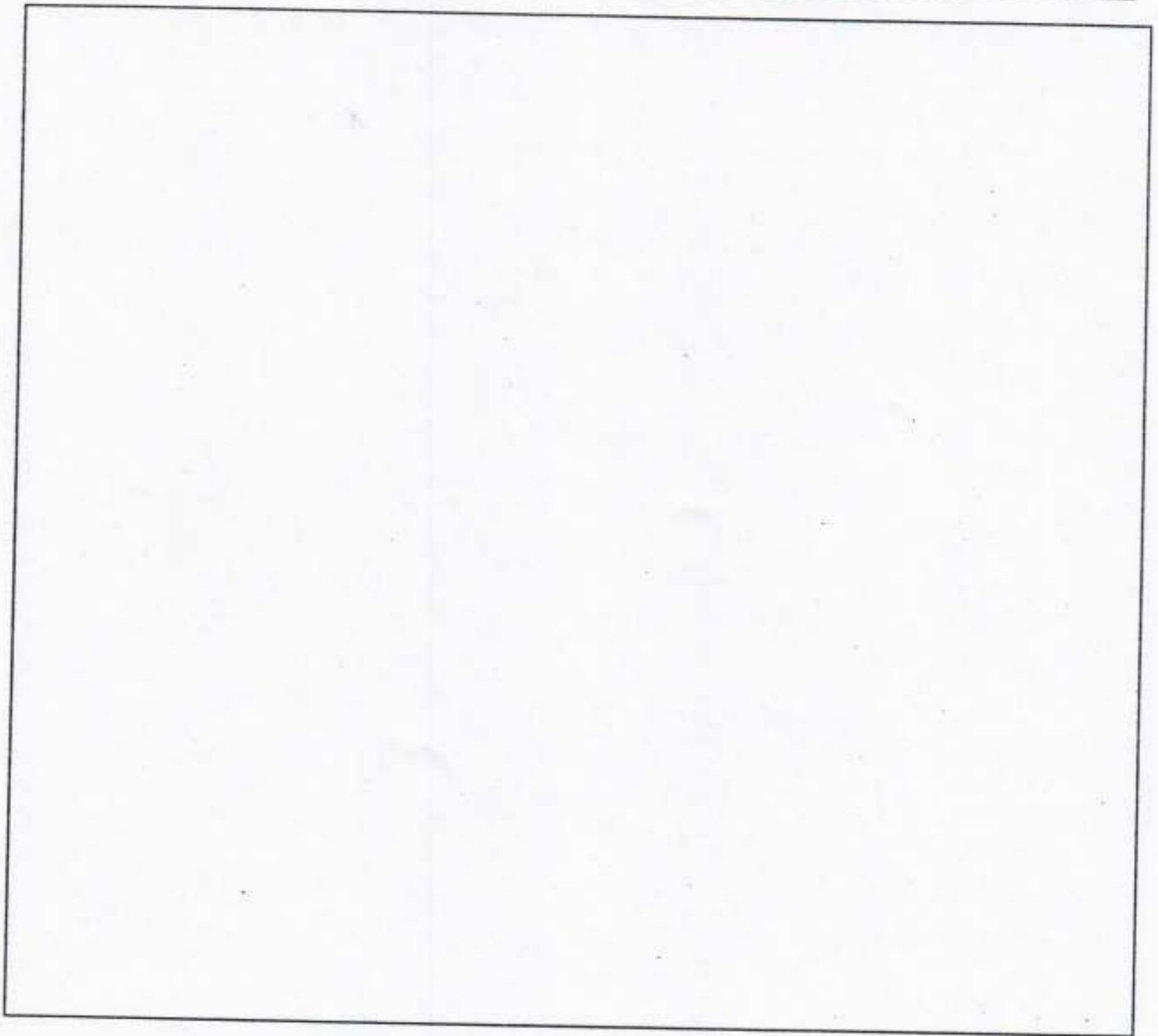
Create a poster containing a Mascot for any *ONE* of the following campaigns:

- Swachh Bharat Abhiyan
- Make in India
- Food Security

Write the option chosen in the space below. Narrate the concept briefly in the opposite page.

*(The design carries 25 marks out of 30)*

Campaign Chosen: \_\_\_\_\_



Add a tagline here: \_\_\_\_\_

A large rectangular area containing 20 horizontal dotted lines, intended for writing or drawing.