

## Chapter 1 – Introduction

## Part I: Short Questions

## Q1. Define Thinking Design?

- A **problem-solving approach** that focuses on creativity, user needs, and practical solutions.
  - Involves stages like empathize, define, ideate, prototype, and test.
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## Q2. What is Empathize?

- First stage of design thinking.
  - Understanding users' needs, feelings, and problems through observation and research.
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## Q3. What is Define?

- The process of **identifying the exact problem** based on insights from empathizing.
  - Helps create a clear problem statement.
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## Q4. What is Prototype?

- A **sample or model** used to test design ideas.
  - Helps check how the solution will work in real life.
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## Q5. What is Test?

- Final stage of design thinking.
  - Involves testing prototypes with users to find feedback and improvements.
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## Q6. What does a designer do?

- Creates **visual solutions** to communicate ideas.
  - Works on branding, advertisements, web design, and digital media.
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## Q7. What is it being a graphic designer?

- A graphic designer **uses creativity and software** to make designs that inform, inspire, and attract people.
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## Q8. Write any two applications of graphic design?

1. Logo design and branding.
  2. Social media and web design.
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## Q9. What does a designer do?

- (Repeated Q6)
- A designer solves communication problems through **visual creativity**.

**Q10. Write the name of best graphic design software?**

- **Adobe Photoshop** is considered the most popular.
  - Others: Illustrator, CorelDRAW, Canva.
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**Part II: Long Questions****Q1. What is the difference between a graphic designer and an illustrator?**

- **Graphic Designer:**
    - Focuses on layouts, branding, typography, digital design.
    - Works with logos, posters, websites.
  - **Illustrator:**
    - Focuses on creating hand-drawn or digital artwork.
    - Works with storybooks, comics, and artistic visuals.
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**Q2. What does a designer do?**

- Identifies communication needs of clients.
  - Uses creative tools and design software.
  - Produces logos, websites, social media posts, advertisements.
  - Ensures the design is user-friendly and impactful.
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**Q3. What are the basic design thinking process stages?**

1. **Empathize** – Understand user needs.
  2. **Define** – Identify core problem.
  3. **Ideate** – Brainstorm creative ideas.
  4. **Prototype** – Create model/sample of solution.
  5. **Test** – Check results with users and refine design.
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**Q4. What are the applications of graphic design?**

- **Branding:** Logo, stationery, identity.
  - **Marketing:** Posters, brochures, flyers.
  - **Digital Media:** Social media graphics, ads.
  - **Web/UI design:** Websites, mobile apps.
  - **Publications:** Magazines, newspapers, books.
  - **Packaging:** Product box and label design.
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**✱ Extra Important Questions**

**Q1. Define Ideate in design thinking.**

- The process of **generating creative ideas** to solve defined problems.

**Q2. Name three fields where graphic design is essential.**

- Advertising, Web development, Education.

**Q3. Why is empathy important in design?**

- Helps understand real problems of users.
- Leads to user-centered solutions.

**Q4. Write two advantages of using design software.**

1. Saves time with ready tools.
2. Produces professional-quality work.