MDes (Intelligent User Experience Design)

Name:

ID:

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Note: The question paper is in 3 parts. Each part is mandatory and is worth 20 marks. The total paper is worth 60 marks.

Duration - 2 hours

Please read instructions given before each question and answer accordingly, all questions to be answered in the space provided within the question paper.

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PART 1: Question A

How many surfaces are there in the Cube, Cuboid, Prism and Triangular pyramid? Calculate total sum of the surfaces of all given shapes. Circle the correct answer:
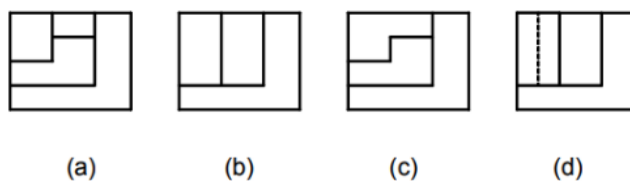
Number of Surfaces: (a) 24 (b) 17 (c) 21 (d) 12

PART 1: Question B

Find out the correct Front view of fig-1 from the given options. Circle the correct answer.

Fig-1

(a)   (b)   (c)   (d)

PART 1: Question C

Two products are given in the picture-1. Combine the functions of given products to design a new product. Only clear free hand sketch is required for solution and texts to describe it.

Picture -1

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There are 10 questions in this section and each question carries 2

marks.

THERE IS NO CHOICE. ALL QUESTIONS MUST BE ATTEMPTED.

Circle the correct answer.

1. Which colour contrast is best for making text easy to read?

A) Yellow text on white background
B) Light grey text on white background
C) Black text on white background
D) Red text on dark blue background

2. Which of these is an example of good user experience (UX)?

A) A website that takes a long time to load
B) An app that crashes frequently
C) A website that is easy to navigate
D) A form with unclear instructions

3. What should a designer do before creating a digital product?

A) Start coding immediately
B) Research user needs
C) Choose random colours and fonts
D) Skip testing and launch quickly

4. What does UI stand for?

A) User Innovation
B) User Interface
C) Universal Interaction
D) Unique Illustration

5. Which of the following is an example of a navigation element in a website?

A) A pop-up ad
B) A contact form
C) A menu bar
D) A background image

6. What is the primary difference between a wireframe and a prototype?

A) Wireframes are interactive, while prototypes are only visual sketches
B) Wireframes focus on layout and structure, while prototypes include interactivity
C) Wireframes use real content, while prototypes use placeholders
D) Wireframes are high-fidelity, while prototypes are low-fidelity

7. What are the three secondary colours?

A) Orange, Green, Purple
B) Red, Yellow, Blue
C) Black, White, Grey
D) Pink, Teal, Violet

8. What is the correct order of colours in a rainbow?

A) Red, Orange, Yellow, Green, Blue, Indigo, Violet
B) Red, Yellow, Green, Blue, Purple, Orange, Indigo
C) Violet, Red, Green, Yellow, Indigo, Blue, Red
D) Green, Yellow, Red, Blue, Indigo, Orange, Violet

9. Which art and design movement is known for its bold geometric shapes and vibrant colours?

A) Art Deco
B) Rococo
C) Gothic Revival
D) Minimalism

10. Who among the following is known for graphic design?

A) Paul Rand
B) Leonardo da Vinci
C) Steve Jobs
D) Zaha Hadid

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<u>**PART 3**</u>

Choose any one (1) from the three questions below and write a

substantive response.

1. If you were asked to design a mobile application for a banking solutions – what are some of the key themes, ideas you would deploy and why? What would be the human centric design factors in it?

2. The digital divide prevents many underprivileged communities from accessing quality education and opportunities. As an UX Designer, how would you create an engaging and accessible learning experience for students with limited internet access?

3. The Environmental crisis is widely acknowledged as one of the most serious threats facing the planet, yet it doesn't seem to interest a lot of school students. As an aspiring experience designer what do you think are some of the ways to get primary and high school students interested?

Response: