

Total No. of Questions : 4]

SEAT No. :

P-5350

[Total No. of Pages : 1

[6188]-298

B.E. (AI & DS) (Insem.)

UI / UX DESIGN

(2019 Pattern) (Semester - VII) (Elective - IV) (417524 C)

Time : 1 Hour]

[Max. Marks : 30

Instructions to the candidates:

- 1) Attempt Q1 or Q2, Q3 or Q4.
- 2) Figures to the right indicate full marks.
- 3) Neat diagram must be drawn wherever necessary.
- 4) Assume suitable data if necessary.

Q1) a) Define user interface design. Explain the importance of a good design. [5]

b) Write a short note on - Human Memory Structure with diagram. [5]

c) Explain UI elements. [5]

OR

Q2) a) Explain in brief UI design process. [5]

b) Explain visual communication design components in interface design. [5]

c) How to create a mobile app interface design. [5]

Q3) a) Differentiate GUI and Web Interface. [5]

b) Explain 6 stages used in UX design. [5]

c) Explain Different Visual Design Principles. [5]

OR

Q4) a) Differentiate Between UI and UX with example. [5]

b) Write a short note on - Universal Usability. [5]

c) Describe the concept of interaction design. [5]

