

**M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (MSCVMCD)**

**Term-End Examination**

**December, 2013**

**MFW-077 : INTERACTIVE DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : All questions carry equal marks. Attempt any seven questions.*

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1. What do you understand by programming, scripting coding in context of web design ? 10
2. What do you understand by markup languages ? Give five examples to support your answer. 10
3. What is scoping, design, and developing standard in the context of web design ? 10
4. Write short notes on *any two* of the following. 10
  - (a) Command -line interface
  - (b) Graphical- user interfaces (GUIs)
  - (c) Object - oriented user interfaces (OOUIs)

5. What do you understand by structural elements of graphical user interfaces ? Give suitable examples to support your answer. 1
  
  6. Explain each of the following with regard to interface design. 1
    - (a) Balance and layout
    - (b) Focal Point
    - (c) Density
    - (d) Consistency
    - (e) Metaphor
  
  7. Explain the following interaction elements : 1
    - (a) Cursor
    - (b) Pointer
    - (c) Selection
    - (d) Adjustment handle
  
  8. Discuss the different navigation techniques. Explain them with the help of illustrations. 1
  
  9. Explain different types of visuals and icons used in designing of interactive products. 1
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