

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

Term-End Examination

December, 2015

0382

MFW-077 : INTERACTIVE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. What is HTML ? Explain its elements. 10
2. Briefly illustrate the pre-production phase of interactive design. 10
3. Name and explain the various stages of production phase in the context of web design. 10
4. What do you understand by text-based and icon-based navigation techniques ? Explain them with suggestive illustrations. 10
5. What are the different elements of screen design and layout ? Explain them in detail. 10

6. Explain each of the following with regard to interface design :
 - (a) Balance and Layout
 - (b) Focal Point
 - (c) Density
 - (d) Consistency
 - (e) Metaphor
 7. Explain different types of visuals and icons used in the designing of interactive products.
 8. Define the consumer mercantile model and its phases.
 9. Explain the role of interactive design in Game Development.
 10. Write short notes on any *two* of the following : $2 \times 5 = 10$
 - (a) Command-Line Interface
 - (b) Graphical User Interfaces (GUIs)
 - (c) Object-Oriented User Interfaces (OOUIs)
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