

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

Term-End Examination

00130

June, 2017

MFW-077 : INTERACTIVE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. Explain programming, scripting and coding in the context of web design. 10
2. What is HTML ? Explain its elements. 10
3. Discuss the factors affecting the graphic users interface design. 10
4. Describe the design process followed for website designing. 10
5. What are the different types of visuals and icons used in the designing of interactive products ? 10

6. Discuss the role of interactive design in Game Development. 10
7. Describe the different elements of screen design and layout. 10
8. What are the basic guidelines to be followed while designing text for interface design ? 10
9. Discuss the use of Flash in user interface design. 10
10. Write short notes on any **two** of the following : 2×5=10
- (a) Command Line Interface
 - (b) Electronic Media
 - (c) Graphical User Interfaces (GUIs)
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