

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

Term-End Examination

00215

December, 2014

MFW-077 : INTERACTIVE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. What is the purpose of usability, visualisation and functionality in Interactive Design ? 14
2. What principles of design are followed while designing a webpage ? 14
3. What design process is followed for website designing ? 14
4. Design and explain a webpage for a retailer selling fashion apparels. 14
5. What is electronic media ? Why is it gaining popularity these days ? Discuss any three electronic media in brief. 14

- 6. What is Flash ? Explain some of its tools briefly. 14**
- 7. Explain the different elements of Visualisation. 14**
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