

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

Term-End Examination

00450

December, 2017

MFW-077 : INTERACTIVE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. Name and explain the various stages of production phase in the context of web design. 10
2. What do you understand by markup languages ? Give any three examples to support your answer. 10
3. Illustrate the packaging and testing of interactive products and discuss its importance. 10
4. What do you understand by structural elements of graphical user interfaces ? Give suitable examples to support your answer. 10
5. Define the consumer mercantile model and its phases. 10

- 6.** Briefly explain the following : *5×2=10*
- (a) Focal point
 - (b) Consistency
 - (c) Metaphor
 - (d) Pointer
 - (e) Cursor
- 7.** Briefly describe the pre-production phase of interactive design. *10*
- 8.** Discuss the different navigation techniques. Explain them with the help of illustrations. *10*
- 9.** Design a single site web page for a retailer into the business of travel, booking of hotels, railway tickets, air tickets and buses. *10*
- 10.** What is the purpose of usability, visualisation and functionality in the interactive design ? *10*
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