

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

Term-End Examination

00364

June, 2014

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. Explain the factors affecting the graphic users interface design. 10
3. Briefly illustrate the pre-production phase of interactive design. 10
4. Illustrate the packaging and testing of interactive products, and state its importance. 10
5. Name and explain the various stages of production phase in the context of web design. 10
6. What are the interaction elements of GUI's ? 10

7. What do you understand by text-based and icon-based navigation techniques ? Explain them with suggestive illustration. *10*
 8. What are the basic guidelines to be followed while designing text for interface design ? *10*
 9. What are the different elements of screen design and layout ? Explain them in detail. *10*
 10. Explain the three constructs of interface design viz., usability, visualization and functionality. *10*
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