

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

**Term-End Examination**

**00236**

**June, 2015**

**MFW-077 : INTERACTIVE DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Explain storyboard, flowchart and scaffolding in interactive design. 14
2. What is the relevance of colour while designing a web-page ? 14
3. What are the elements of HTML ? 14
4. What is the most important phase in the design process in website designing ? Explain with the help of an example. 14
5. Design a single site web-page for a retailer into travel booking of hotels, railway tickets, air tickets and buses. 14

6. What are the golden rules of user interface design? 14
  7. What is the use of Flash in user interface design? 14
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