**Sessional 2**

Solution

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Table of Contents

[1. Question 1](#_Toc57637653)

[1.1 Answer 1](#_Toc57637654)

[1.1.1 Qualities of red color 1](#_Toc57637655)

[2. Question 2](#_Toc57637656)

[2.1 Answers 2](#_Toc57637657)

[2.1.1 Interface Design Guidelines 2](#_Toc57637658)

[3. Question 3](#_Toc57637659)

[4. Question 3](#_Toc57637660)

[4.1 Answer 3](#_Toc57637661)

[5. Question 3](#_Toc57637662)

[5.1 Answer 3](#_Toc57637663)

[6. Question 3](#_Toc57637664)

[6.1 Answer 3](#_Toc57637665)

Sessional-2 Examination Fall-2020

Solution

# Question

Why most Marketers who know the color psychology use red in their brand identity/logo design? Explain the five qualities of red color?

## Answer

Color is a powerful message tool and can signal action, influence mood, and even influence physiological reactions. Precise colors have been associated with increased blood pressure, increased metabolism, and eyestrain. Colors in the color spectrum's red area are recognized as warm colors and include red, orange, and yellow. These warm colors induce emotions extending from feelings of warmth and comfort to feelings of anger and hostility.

### Qualities of red color

The spiritual representation of red is;

1. Power
2. Energy
3. Vitality
4. Dominance
5. Action
6. Assertion
7. Creation
8. Survival
9. Passion

When a spiritual sign appears in your life that is red, it usually represents that you are ready to take action on a new goal or project that you have been putting off.

# Question

The following screenshots have been taken from different android apps. Your task is to evaluate it by using Ben Schneiderman’s interface design. Clearly explain whether the screenshot follows the interface design guidelines or not?

## Answers

A screenshot of a cell phone

Description automatically generatedA screenshot of a computer

Description automatically generated

### Interface Design Guidelines

1. **Informative Feedback**

In the right screenshot, the system is taking feedback from the user that is a good exercise. In the left screenshot, the system is giving feedback to the user.

1. **Dialogue**

In the left screenshot, the system shows dialogue to the user. In which the system is interacting with the user.

1. **Support internal locus of control**

In the right screenshot, the system gives users the power to choose whether to continue running the program or not now.

# Question

Your task is to design a logo for a company that deals with mobile games. The company is developing a new game. The name of the game is “Snake Battle.” Sketch the logo of “Snake Battle” with a pencil and provide the logic behind the design. The sketch will be evaluated by using the “best principles of logo design.”

## Logo Design



## Logic

Logo Type: Combination Logo (Wordmark + Abstract)

Justification: Snake representation with ‘b’ of Battle

# Question

How does Colour affect the brain?

## Answer

Color is a powerful message tool and can signal action, influence mood, and even influence physiological reactions. Specific colors have been related with increased blood pressure, increased metabolism, and eyestrain. Colors in the color spectrum's red area are known as warm colors and include red, orange, and yellow. In studies, colors have been exposed to change alpha brain waves. According to EEG and pulse measurement systems, men and women react differently to colors. When color is communicated from the eye to the brain, the brain releases a hormone affecting the emotions, mental clarity, and energy levels. The negative and positive psychological possessions of colors can be observed in human beings based on the combinations in which they are used.

# Question

When a client says: “I don’t like this design.” What do you do?

## Answer

I ask him/her for the sample design. It’s a good practice for me to satisfy the client. Most of the clients are unable to express exactly what they are expecting. In this way, we can analyze what they are expecting from me.

# Question

What is the difference between title case and sentence case?

## Answer

Sentence case is when you only capitalize all the letter of the first word in a heading. Proper nouns also have a capital. With the title case, you capitalize the first letter of each word. This Is Title Case.