

**8 marks:**

- 1) Explain visual hierarchy in UI/UX design. Explain its key elements and guide user attention and improve usability.
- 2) Explain the process of conducting usability tests and analyzing and reporting usability test results.
- 3) Explain color theory in UI/UX design and list the key elements of color theory.
- 4) Classify the different methods of usability testing with examples.
- 5) List the three levels of fidelity in prototyping low, medium, and high with examples.
- 6) Identify the differences between animation and micro-interactions in UI/UX design with examples.
- 7) Explain the principles of UI design with examples.
- 8) Explain InVision, Adobe XD, and Figma tools in prototyping with an example.
- 9) Identify the process of various wireframing tools—Sketch, Figma, and Balsamiq.
- 10) Explain Sketch and Figma.
- 11) Explain typography with example.

**5 MARKS:**

- 1) Explain the importance of collaboration between designers and developers in UI/UX projects .
- 2) Examine the concept of visual hierarchy in UI/UX design. Describe the size, color, contrast, and alignment influence user attention and experience.
- 3) Construct typography in UI/UX design. Define kerning, tracking, leading, and whitespace, and provide an example.
- 4) Explain design systems and frameworks in UI/UX.
- 5) Interpret micro-interactions in UI/UX design with four key parts of a micro-interaction with suitable examples.
- 6) Explain the role of animation in UI/UX design and different types of animations used to enhance user experience
- 7) Explain the role of Adobe XD as an interactive prototyping tool in creating interactive designs.
- 8) Explain the difference between low-fidelity and high-fidelity prototypes with suitable examples.
- 9) Define a wireframe. Compare low-fidelity and high-fidelity wireframes with suitable examples.
- 10) List wireframe tools and explain Figma as a wireframe tool, including its pros and cons.
- 11) Explain Any 5 UI principles with example.
- 12) Explain Designing for accessibility Principles.

**UNIT-3:**

1. Which of the following best describes a wireframe?  
A) The final version of a website with full color and content  
B) A basic blueprint or skeleton layout of an app or website  
C) A document outlining the project budget  
D) A coding framework used to build responsive pages  
Answer: B) A basic blueprint or skeleton layout of an app or website
2. What is the main purpose of creating wireframes before designing an application?  
A) To test code functionality  
B) To finalize the color scheme and branding  
C) To visualize structure and functionality early, saving time and money  
D) To generate marketing material  
Answer: C) To visualize structure and functionality early, saving time and money
3. Which statement is TRUE about low-fidelity wireframes?  
A) They include detailed colors and interactivity  
B) They focus on visual design rather than layout  
C) They use simple shapes to represent structure and layout  
D) They are identical to the final design  
Answer: C) They use simple shapes to represent structure and layout
4. Which wireframing tool is browser-based, allows collaboration via URL sharing, and has a good free plan?  
A) Sketch  
B) Figma  
C) Balsamiq  
D) Adobe XD  
Answer: B) Figma
5. What is a major limitation of Sketch compared to other wireframing tools?  
A) It doesn't allow collaboration  
B) It's only available for Mac users  
C) It has no plugins or extensions  
D) It can't create high-fidelity designs  
Answer: B) It's only available for Mac users
6. What is the main purpose of a sitemap?  
A) To show website colors and design themes  
B) To display the flow and structure of a website's information architecture (IA)  
C) To manage website traffic and analytics  
D) To store all images and media files of a website  
Answer: B) To display the flow and structure of a website's information architecture (IA)

7. Are sitemaps usually visible to website users?
- A) Yes, all users can always see the sitemap
  - B) No, they are mainly used for internal planning, but some websites may show them as a list of links
  - C) Only search engines can access sitemaps
  - D) Yes, they appear as the homepage of the website
- Answer: B) No, they are mainly used for internal planning, but some websites may show them as a list of link
8. What is the main goal of Information Architecture (IA)?
- A) To design visual graphics and animations
  - B) To organize content in an effective and logical way
  - C) To improve website loading speed
  - D) To write website code efficiently
- Answer: B) To organize content in an effective and logical way
9. What does the *principle of choices* emphasize?
- A) Providing as many options as possible
  - B) Keeping the number of choices minimal to avoid confusion
  - C) Displaying all content on one page
  - D) Using dropdown menus for all categories
- Answer: B) Keeping the number of choices minimal to avoid confusion
10. What is the *principle of growth* in information architecture?
- A) The website's design should change every month
  - B) Content should remain fixed and unchangeable
  - C) The structure should allow for future expansion of content
  - D) The number of pages should always stay the same
- Answer: C) The structure should allow for future expansion of content
11. What does the *principle of front doors* suggest?
- A) All users will enter through the homepage
  - B) At least half of users will access the site through pages other than the homepage
  - C) Every user should be redirected to the homepage first
  - D) The homepage should contain all navigation options
- Answer: B) At least half of users will access the site through pages other than the homepage
12. What is a wireframe?
- A. A fully designed webpage with colors and fonts
  - B. A basic blueprint showing layout, structure, and components
  - C. A backend architecture diagram
  - D. A final UI prototype
- Answer: B
13. Which of the following is *not* typically shown in a wireframe?
- A. Navigation bars
  - B. Basic screen layout
  - C. Detailed color combinations
  - D. Interactive elements representation
- Answer: C

14. One major benefit of wireframes is that they:

- A. Increase the cost of development
- B. Help clarify structure and major components
- C. Require advanced graphic design skills
- D. Replace the need for prototypes

Answer: B

15. Why do wireframes improve feedback?

- A. Because they include animations
- B. Because stakeholders can react to concrete visuals
- C. Because they are complex to understand
- D. Because they show final branding elements

Answer: B

16. Low-fidelity wireframes focus on:

- A. Detailed styling and fonts
- B. Polished visuals and interactivity
- C. Rough layout with simple boxes and lines
- D. High-quality images and videos

Answer: C

17. High-fidelity wireframes are typically:

- A. Simple sketches without detail
- B. More detailed and closer to the final UI
- C. Used only for backend development
- D. Avoided in user testing

Answer: B

18. Which tool works completely in the browser and allows sharing via a URL?

- A. Sketch
- B. Figma
- C. Adobe XD
- D. Balsamiq

Answer: B

19. Which of the following is a limitation of Balsamiq Wireframes?

- A. Too many complex features
- B. No custom design elements and limited prototyping
- C. Requires high-end hardware
- D. Only works offline

Answer: B

20. Which statement is true about Sketch?

- A. It is available for all operating systems
- B. It has more than 1000 plugins for customization
- C. It is mainly used for low-fidelity wireframes
- D. It requires no installation

Answer: B

21. Which drawback is associated with Sketch?

- A. Works only online
- B. Poor collaboration options
- C. Mac-only availability
- D. Limited community support

Answer: C

## **UNIT-4**

1. In prototyping, “fidelity” refers to:

- A. The cost of building a prototype
- B. The level of detail and realism in a prototype
- C. The speed of development
- D. The number of screens in a prototype

Answer:

2. Low-fidelity prototypes are mainly used to:

- A. Present final designs to stakeholders
- B. Test advanced animations and transitions
- C. Explore basic structure and user flows
- D. Replace high-fidelity prototypes

Answer:

3. Which of the following is an example of a low-fidelity prototype?

- A. Fully coded website
- B. Paper sketches and simple click-through screens
- C. A polished UI with animations
- D. A responsive mobile app

Answer: B

4. High-fidelity prototypes are best suited for:

- A. Early-stage brainstorming sessions
- B. Quick UX idea exploration
- C. Final usability testing and stakeholder approval
- D. Creating rough layout structures

Answer: C

5. Which interactive prototyping tool is vector-based and supports UI design, prototyping, and collaboration?

- A. InVision Studio
- B. Adobe XD
- C. Sketchpad
- D. Paint.NET

Answer: B

6. Figma is mainly known for being:

- A. A fully offline app with no collaboration
- B. A web-based collaborative UI design and prototyping tool
- C. A tool only for wireframing
- D. A coding editor for developers

Answer: B

7. Micro-interactions primarily help with:

- A. Replacing full animations
- B. Reducing prototype structure
- C. Giving feedback and helping users understand actions
- D. Loading full pages faster

Answer:

8. Which of the following is *not* one of the four parts of a micro-interaction?

- A. Trigger
- B. Rule
- C. Feedback
- D. Typography

Answer: D

9. Which UI design principle focuses on minimizing complexity and making interfaces easy to use?

- A. Scalability
- B. Simplicity
- C. Visual hierarchy
- D. Branding

Answer: B

10. The UI principle that ensures designs work across different screen sizes and devices is:

- A. Accessibility
- B. Consistency
- C. Scalability and adaptability
- D. Visual hierarchy

Answer: C

11. Medium-fidelity prototypes are mainly used for:

- A. Final design approval
- B. Testing user flows with some interactivity
- C. Coding the final product
- D. Creating branding animations

Answer: B

12. Which tool provides animation and interaction capabilities along with vector-based drawing?

- A. MS Paint
- B. InVision Studio
- C. Notepad++
- D. Excel

Answer: B

13. Which UI animation type guides users by showing which elements are clickable or tappable?

- A. Branding animation
- B. Scroll animation
- C. Navigation animation
- D. Action-complete animation

Answer: C

14. In a micro-interaction, the “feedback” component is responsible for:

- A. Deciding when the system should stop
- B. Showing visual or auditory cues after an action
- C. Setting default user preferences
- D. Determining the initial trigger

Answer: B

## **Unit-5**

1. Which principle helps users understand what to focus on first in a design?

- A. Consistency
- B. Visual Hierarchy
- C. Feedback
- D. Accessibility

Answer: B

2. Which of the following is a primary goal of color theory in UI design?

- A. Reduce internet usage
- B. Create emotional impact and improve readability
- C. Make screens brighter
- D. Increase development time

Answer: B

3. Typography deals with:

- A. Page loading speed
- B. Arrangement and styling of text
- C. Responsive layouts
- D. Animation timing

Answer: B

4. Which is a key accessibility requirement?

- A. Using complex fonts
- B. High color contrast between text and background
- C. Making all text very small
- D. Removing alt text from images

Answer: B

5. The main purpose of usability testing is to:

- A. Check whether the design looks beautiful
- B. Measure how real users interact with the product
- C. Improve backend performance
- D. Create brand identity

Answer: B

6. Which of the following describes a responsive design?

- A. Works only on mobile
- B. Uses fixed layout sizes
- C. Automatically adapts layout to different screen sizes
- D. Requires a separate website for every device

Answer: C

7. A design system includes:

- A. Only color palettes
- B. Only code components
- C. Principles, components, patterns, and guidelines
- D. Only grid and spacing rules

Answer: C

8. Which typography term refers to the space between letters?

- A. Leading
- B. Kerning

- C. Tracking
- D. Alignment

Answer: B

9. What is the purpose of visual consistency?

- A. To introduce new layouts on every page
- B. To help users predict how the interface works
- C. To make the interface look complicated
- D. To reduce readability

Answer: B

10. In UI design, feedback ensures that:

- A. Users are confused about what happened
- B. Elements change randomly
- C. Users receive a response after an action
- D. The design remains static

Answer: C

11. Primary colors in digital (RGB) color theory are:

- A. Red, Yellow, Blue
- B. Red, Green, Blue
- C. Red, Blue, Black
- D. Orange, Green, Purple

Answer: B

12. Which term refers to the *pure form of a color* without adding white, black, or gray?

- A. Tone
- B. Hue
- C. Value
- D. Contrast

Answer: B

13. Saturation represents:

- A. The brightness or darkness of a color
- B. The temperature of a color
- C. The intensity or purity of a color
- D. The value of a color in the color wheel

Answer: C

14. What does “color temperature” describe?

- A. The amount of black added to a color
- B. How warm or cool a color appears
- C. The total number of colors in a palette
- D. The harmony between colors

Answer: B

15. Colors opposite each other on the color wheel that create strong contrast are called:

- A. Tertiary colors
- B. Monochromatic colors
- C. Complementary colors
- D. Analogous colors

Answer: C