

Sr.	Unit	Question	Marks
1	3	Define visual design principle. Explain visual hierarchy principle with an example.	4
2	3	Write benefits of visual design principles.	3
3	3	Explain symmetrical, asymmetrical, and radial principle of balance.	3
4	3	Define gestalt principle. List any 5 gestalt principles.	3
5	3	Define any three color schemes. <b>OR</b> Explain the concept of monochromatic, analogous, and triadic color schemes.	3
6	3	Define typography and why is it important?	3
7	3	Identify the visual design principle from the image given and state it.	4
8	3	Explain continuation and closure gestalt principle with an example.	4
9	3	Write elements of typography	4
10	3	Define the terms: baseline, x-height, foot, stroke	4
11	3	Explain the use of containers to finalize the UI design.	4
12	3	Define UX writing. Explain microcopy with at least 3 examples.	4
13	3	List input, output, and helper user interface elements.	4
14	3	Explain color theory and hue, value and saturation.	7
15	3	List key ways to use graphics and illustrations in UI design.	7
16	3	Write two examples of inclusive design and explain it in detail.	7
17	4	What is the role of prototyping in Information Architecture?	3
18	4	Define content in the context of Information Architecture.	3
19	4	What is a sitemap, and why is it important in Information Architecture?	3
20	4	How does a sitemap help in the prototyping phase of a website or application?	3
21	4	Define low-fidelity (lo-fi) wireframing and its key characteristics.	3
22	4	What are the differences between lo-fi and hi-fi wireframes?	3
23	4	List the benefits of lo-fi prototype.	3
24	4	Write benefits of the grid system.	3
25	4	What is a menu in the context of UI/UX design? Name three common types of menu structures used in digital interfaces.	3

26	4	What are the primary functions of a menu in a website or application?	3
27	4	Why is consistency important in menu formatting?	3
28	4	What is the purpose of using line separators in menus?	3
29	4	How does item arrangement in a menu affect usability?	3
30	4	What is breadcrumb navigation, and how does it help users?	3
31	4	What are the main goals of website navigation?	3
32	4	Explain how content organization helps in improving user experience in IA.	4
33	4	Discuss the three key components of IA: content, context, and users, with a brief explanation of each.	4
34	4	What is wireframing, and why is it important in UI/UX design? List three tools commonly used for creating wireframes.	4
35	4	Describe the impact of wireframing on the efficiency of the prototyping phase in product development.	4
36	4	Define grid. Explain common grid types.	4
37	4	Explain columns, gutter, and margins in terms of grid.	4
38	4	Explain the difference between a hierarchical menu and a flat menu.	4
39	4	Why is it important to use clear and concise language in error messages during prototyping?	4
40	4	Explain how content strategy, user needs, and business goals work together to create an effective IA structure.	7
41	4	Choose a website type (e.g., e-commerce, or social media platform). Sketch a sitemap using a hierarchical structure (main pages, subpages, categories). Ensure the sitemap supports clear navigation, user control, and usability principles. Present and discuss how their sitemap influences prototyping and styling.	7
42	4	Design a wireframe for an e-commerce checkout page and explain the layout decisions based on UX principles.	7