

SECTION A — Understanding and Explanation (Short Answers):

Name: TUNGA Tiana

1. In your own words, explain what makes graphic design more than “making things look nice.”
 - Graphic design is more than “ making things look nice” because it can solve problems, share ideas and make people act for or against something. For example, a poster about racism can show very different skin colours on the wrist, not because it has to look nice, but because it can give out a meaning that everyone, despite their skin colour, deserves things equally.
2. Why is it important for a designer to understand the message before starting to design?
 - It's important for a designer to understand the message before starting the design so that every picture, colour and word says or is doing the right thing.
3. How can the wrong color mode (RGB vs CMYK) cause problems when printing a design? Give one example.
 - RGB is for screens. CMYK is for print. Wrong one makes the colours look dull. For example, bright pink on the screens turns into a muddy brown on paper.
4. What is the main difference between Flat Design and Material Design?
 - Flat means that it is simple, 2D, clean. While material adds shadows and layers like real objects.
5. How do micro-interactions (like a button glowing when clicked) improve the user experience?
 - Tiny actions (like a button glow) tells or shows users that “it worked!” and makes the overall experience feel fun.
6. Give one example of how poor mapping in a design can confuse users.
 - On a website, the navigation bar has icons in this order: Home, Search, Profile, Cart. But clicking the Search icon opens the Profile page. Users click wrong and get lost.
7. How does accessibility in design help make digital products fair for everyone?
 - Accessibility means everyone can use it whether they are blind, deaf, or with slow hands, no one left out.
8. What does the principle of consistency mean in user interface design, and why is it important?
 - Consistency is like the same look and feel everywhere, so that users don't get lost.

SECTION B — Application & Analysis (Scenario-Based)

1. Scenario: You are designing a food delivery app. The “Order Now” button should stand out clearly.

a. What colors and design principles would you apply to make it visible but not annoying?

- I would use a bright color (like green), it should be big in size to catch the customers eye, and space around it. But, it shouldn't be too loud.

b. What feedback should appear when users press it?

- I think that the button shrinks a bit, shows a check, and says “Order sent!”

2. Scenario: A website form asks users to upload a photo, but many skip it because they don't notice the upload area.

Suggest two simple design changes to fix this problem.

- They should add a big box to catch their eye with “Drop photo here” and a camera icon.
- Highlight the box with a blue border when the page loads.

3. Scenario: Your client wants a logo with small photos and shadows, but you plan to make it a vector.

Why would your version be better for scaling and printing?

- The client wants a logo with little photos and drop shadows, but I'm making it as a vector instead. Why I think mine is better is because photos pixelate when you blow the logo up big (like on a billboard), vectors are made of math lines, so they stay crisp at any size, tiny app icon or giant truck wrap, shadows in photos get muddy or disappear when printed small, vector shadows are clean shapes that print perfectly every time, and one small vector file works everywhere, no color shifts, no huge files. So, my vector logo looks professional and sharp no matter where it's used.

4. Scenario: A mobile app uses neumorphism (soft, 3D-like buttons). Some users complain that buttons are hard to see.

What design principle is being ignored here, and how could you fix it?

- The buttons blend in, with no contrast. To fix it, they should add stronger shadows or a border when tapped to make it more visible or seen.

SECTION C — Multiple Choice Questions (Choose the correct answer)

1. Which of the following best defines conceptual thinking in design?

- A. Using only your imagination to draw freely

B. Turning ideas and messages into visual meaning

C. Learning how to use Photoshop and Illustrator

D. Collecting pictures and icons from the internet

Answer: **B**

2. Which of these tools is best for creating a logo that scales to any size?

A. Photoshop

B. Figma

C. Illustrator

D. Procreate

Answer: **C**

3. In UI design, affordance means:

A. The price of the design tools

B. How a design shows what users can do with it

C. The amount of color used in a page

D. How fast a design loads online

Answer: **B**

4. Which of the following is a micro-interaction?

A. The homepage layout

B. The loading spinner after pressing “Submit”

C. The background image of a website

D. The overall navigation structure

Answer: **B**

5. Design tokens are used to:

- A. Store design details like colors and spacing for reuse
- B. Encrypt user data in a website
- C. Replace CSS and HTML
- D. Create animation effects

Answer: **A**

5. Which principle helps users find what's most important on a screen first?

- A. Alignment
- B. Hierarchy
- C. Proximity
- D. Simplicity

Answer: **B**

6. Which example shows good mapping?

- A. Turning a knob clockwise increases the volume
- B. Clicking a button hides the wrong menu
- C. Swiping left opens a random page
- D. Typing text automatically deletes old content

Answer: **A**