Instructions

    a. Read each question carefully.

    b. Answer in clear sentences for short questions.

    c. Choose the correct option (A, B, C, or D) for multiple-choice questions.

    d. Total Marks: 50

SECTION A — Understanding and Explanation (Short Answers)

1. In your own words, explain what makes graphic design more than "making things look nice."

→ **Graphic user interface also communicates information even if there might be no words.**

2. Why is it important for a designer to understand the message before starting to design?

→ **So that when designing the design should be able to display or to give the same message that you read before starting to design it so if you dont understand the design it will be hard to know what you are going to be designing about and it will be hard to know the right information to give in your design**

3. How can the wrong color mode (RGB vs CMYK) cause problems when printing a design? Give one example.

→ **it might cause color shifts during the printing.**
Eg: if you want to print a color that looks more similar to another, you might end up printing that color instead of the one that you actually wanted to print.

4. What is the main difference between Flat Design and Material Design?

→ **Flat design is when your design does not have many three dimensional animations and it looks kind of start without many things that might distract the user while material design adds elements like shadows and depth to the design to make it look even nicer and better.**

5. How do micro-interactions (like a button glowing when clicked) improve the user experience?

→ **It might make the user feel like the system is replying or it is active.**

6. Give one example of how poor mapping in a design can confuse users.

→ **It might confuse the users because it shows what is different from what is being expected by the users**

7. How does accessibility in design help make digital products fair for everyone?

→ **This makes sure that every one can access what they are doing even the disabled people will be able to access and use what they did**

8. What does the principle of consistency mean in user interface design, and why is it important?

→ **this means keeping design elements uniform and this helps the users to interact with the page or with the design easily.**

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?
→ **We might need to add bright colors like orange and also we could apply hierarchy and contrast so it can stand out without flashing.**
b. What feedback should appear when users press it?
→ **It should show a quick feedback**
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.
→ **Add the upload area to a visible spot so that the users will be able to notice it and also make sure that you can decorate the text upload picture so that it will be more obvious and more valid.**

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?
→ **This is because a vector logo can scale to any size without losing it quality.**

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?
→ **I think the principle that is being ignored is visibility and it can be fixed by increasing contrast between the button and the background.**

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**

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