

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.”

→ **Because it's about communicating a message or solving a problem visually, not just decoration.**

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

→ **To give him a general idea and imaginary representation on how the design of the message he is making will look like.**

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

→ **RGB (Red, Green, Blue)** is used for digital screens. It can display a wider range of vibrant colors.

→ **CMYK (Cyan, Magenta, Yellow, Black)** is used for printing. It has a more limited color gamut.

→ Example: Imagine you design a poster with a **bright neon blue** in RGB. On screen, it looks electric and vivid. But when printed in CMYK, that neon blue might turn into a **dull, flat blue-gray**, because CMYK can't reproduce the same intensity.

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

→ **Flat Design is a minimalist style that uses simple shapes, bold colors, and no depth or shadows, focusing on clarity and speed. Material Design, created by Google, builds on flat design but adds depth through shadows, layers, and motion to mimic physical surfaces, making interactions more intuitive and visually engaging.**

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

→ **They overall increase the users tendency to attraction of the website — mostly with the small details and interactable features**

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

→ **For example, if pressing the left arrow moves the screen right instead of left, users will get confused about the controls.**

7. How does accessibility in design help make digital products fair for everyone?
→ **It ensures everyone, including people with disabilities, can use and understand the product equally.**
8. What does the principle of consistency mean in user interface design, and why is it important?
→ **It means keeping the same colors, icons, and layouts across all screens so users can easily learn and predict how things work.**

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?
→ **Use a bright, contrasting color (like red or orange) against the background, apply visual hierarchy and white space to make it stand out naturally.**

b. What feedback should appear when users press it?
→ **The button should change color and glow , or show a loading spinner indicating and showing that the order is being processed**

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.

→ **Make a buttons clearly stating "upload image" , even giving it an animation for them not to miss it also give it bright colors**

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?

→ **A vector logo is scalable to any size without losing quality, while photos and shadows can become blurry or pixelated when resized or printed.**

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 principle of contrast and visibility is being ignored.**

→ **Fix it by increasing contrast, adding clear outlines, or using flat design elements to make buttons recognizable.**

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: ____

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: ____

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: ____

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: ____

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: ____

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

A. Alignment

B. Hierarchy

C. Proximity

D. Simplicity

Answer: ____

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: ____