**CA1**

**CSE372: UI UX Design**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Roll No: \_\_\_\_\_\_\_\_\_\_ Reg No: \_\_\_\_\_\_\_\_\_\_ Section: \_\_\_\_\_\_\_\_\_\_\_\_**

**General Instructions**

1. **Turn off and submit all mobile phones to the invigilator before the exam starts.**
2. **Use blue or black ink for writing answers; pencils are allowed only for diagrams.**
3. **Maintain silence and do not communicate with other students during the exam.**
4. **Raise your hand to ask any questions; do not leave your seat without permission.**
5. **Submit your answer sheets promptly at the end of the exam.**

**1.** Describe the key differences between User Interface (UI) and User Experience (UX). Provide examples to illustrate your points.

**2.** Explain the purpose of a moodboard in design. List and describe the different elements that can be included in a moodboard, providing examples for each element.

**3.** Discuss the different ways color, shape, and images can be utilized in interface design to enhance user experience. Provide specific examples of how each element can be effectively applied.