**CA1**

**CSE372: UI UX Design**

**Solutions**

**1.** Describe the key differences between User Interface (UI) and User Experience (UX). Provide examples to illustrate your points. **Marks:** 10

**Solution :** Students should define UI and UX, explaining how UI focuses on the look and feel of the interface, while UX involves the overall experience and satisfaction of the user. Examples could include the visual design of a website (UI) versus the ease of navigation and overall satisfaction when using the website (UX).

**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. **Marks:** 10

**Solution :** Students should describe that a moodboard is a visual tool used to convey the style and feeling of a design project. Elements can include images, color palettes, typography, textures, and inspirational objects. Examples might be a color swatch representing a brand's color scheme, or a photograph illustrating the intended mood or atmosphere.

**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. **Marks:** 10

**Solution :** Students should explain how color can be used to evoke emotions, create hierarchy, and ensure accessibility; shapes can guide user attention and create visual interest; images can provide context, convey information quickly, and enhance the aesthetic appeal. Examples could include using a consistent color scheme to create a cohesive look, rounded buttons to draw attention, and relevant images to support content.