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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN  
END TERM EXAMINATION - JUN 2023**

**Semester :** Semester VI - 2020

**Course Code :** BDC309

**Course Name :** Sem VI - BDC309 - User Interface Design

**Program :** BDC

**Date :** 12-JUN-2023

**Time :** 1.00PM - 4.00PM

**Max Marks :** 100

**Weightage :** 50%

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**Instructions:**

- (i) Read all questions carefully and answer accordingly.*
  - (ii) Question paper consists of 3 parts.*
  - (iii) Scientific and non-programmable calculator are permitted.*
  - (iv) Do not write any information on the question paper other than Roll Number.*
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**PART A**

**Answer all the questions**

**(2 X 5 = 10M)**

1. What are the seven fundamental principles of icon design?  
(CO2) [Knowledge]
2. What are the 3 types of icons used in UI design? Briefly describe each one with example.  
(CO1) [Knowledge]

**PART B**

**Answer all the questions**

**(2 X 15 = 30M)**

3. Both the questions are compulsory
  - A. How would you describe your user interface design process?
  - B. Describe a mobile application in detail that meets your ideal user interface design. (Describe in terms of ease of use, Visual design, accessibility, readability or any other ways you want to describe)  
(CO2) [Comprehension]
4. Using examples, Describe the ten principles of effective icon design.  
(CO3) [Comprehension]

**PART C**

**Answer the following question**

**(1 X 60 = 60M)**

5. Submission and Presentation of your UI design project.  
(CO3) [Application]