PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023

Semester : Semester VI - 2020
Course Code : BDC309
Course Name : Sem VI - BDC309 - User Interface Design
Program : BDC

Date : 13-APR-2023
Time : 9.30AM - 11.00AM
Max Marks : 60
Weightage : 30%

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.

PART A

ANSWER THE FOLLOWING QUESTION   **(1 X 10 = 10M)**

1. What is user interface design? Why is UI important to the design of digital applications? Describe using an example.

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUSTIONS   **(2 X 15 = 30M)**

2. What is Information architecture? What function it serves in UX design. What are the components of Information architecture in UX?

(CO1) [Comprehension]

3. Presentation and submission of the user interface design project.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION   **(1 X 20 = 20M)**

4. Describe each of the 10 UI design principles with examples?

(CO2) [Application]