# PRESIDENCY UNIVERSITY
# BENGALURU

## SCHOOL OF DESIGN
## MID TERM EXAMINATION - APR 2023

**Semester :** Semester II - 2022
**Course Code :** BSM2020
**Course Name :** Sem II - BSM2020 - UI UX Design
**Program :** BSM

**Date :** 13-APR-2023
**Time :** 2:00PM - 3:30PM
**Max Marks :** 50
**Weightage :** 25%

**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 ALL THE QUESTIONS**                                 **(5 X 2 = 10M)**

1. Explain the 5 keys of Design Thinking

(CO1) [Knowledge]

2. What is mean by user centered design?

(CO1) [Knowledge]

3. what is mean by User experience ?

(CO1) [Knowledge]

4. Grids are so important in UI UX Designing, why ?

(CO1) [Knowledge]

5. what is the use of "Components in Figma " in UI UX Design?

(CO1) [Knowledge]

## PART B

**ANSWER ALL THE QUESTIONS**                                 **(5 X 4 = 20M)**

6. Why Buttons are so important in UI UX Design? How to create Buttons in UI UX Software Adobe XD
(CO2) [Comprehension]

7. Explain any one of the UIUX Design software with rough sketch of its Interface.
(CO2) [Comprehension]

8. What are the main two presentation style window representation in UI &UX
(CO2) [Comprehension]

9. What are the advantageous of having a good user interface?

(CO2) [Comprehension]

10. What is mean by Graphic user interface? explain

(CO2) [Comprehension]

## PART C

**ANSWER ALL THE QUESTIONS**                                      **(2 X 10 = 20M)**

11. Create Wire Farme and Prototype of a Website Landing Page of your choice.

(CO3) [Application]

12. Discuss the Main steps to create a Good Wireframe design. Create a complete wireframe for a Mobile App of your choice.

(CO3) [Application]