

IV B. TECH I SEMESTER REGULAR EXAMINATIONS, NOVEMBER - 2023
UI-UX DESIGN
(COMMON TO INF & CIC BRANCHES)

Time: 3 hours

Max. Marks: 70

Note : Answer ONE question from each unit (5 × 14 = 70 Marks)

UNIT-I

1. a) Discuss the fundamental principles and goals that govern UI design in creating effective and user-friendly interfaces. [7M]
- b) Explain the role of Visual Communication design components in Interface Design. [7M]

(OR)

2. a) Discuss strategies for effectively organizing and arranging interface elements. [7M]
- b) Explore the key stages, methodologies, and best practices involved in designing a user interface. [7M]

UNIT-II

3. a) Explore the trends and innovations in color usage within contemporary user interfaces and explain how color choices contribute to overall aesthetics and brand recognition? [7M]
- b) How do designers strike a balance between creating visually appealing buttons and ensuring their functionality? [7M]

(OR)

4. a) What strategies can designers employ to balance image quality and website speed? [7M]
- b) Explore the challenges and best practices associated with designing forms for optimal usability on both desktop and mobile devices. [7M]

UNIT-III

5. a) Discuss the challenges associated with designing headers for different content types, such as text-heavy pages or image-focused layouts. [7M]
- b) Analyze the role of tables in presenting structured data within a user interface. How do designers optimize table designs for readability and accessibility? [7M]

(OR)

6. a) How do designers integrate maps to enhance user experience, whether for navigation, location-based services, or data visualization? [7M]

- b) Discuss considerations for designing FAQ sections that address user queries efficiently and contribute to a positive user experience. [7M]

UNIT-IV

- 7. a) Provide examples of platforms where user profile pages effectively enhance the overall user experience by offering meaningful personalization options. [7M]
- b) Discuss considerations for designing responsive and accessible sign-in pages that cater to users across various devices and accessibility needs. [7M]

(OR)

- 8. a) How do designers balance functionality, data visualization, and user accessibility in admin interfaces? [7M]
- b) Provide examples of platforms where admin templates significantly contribute to streamlined backend operations and data management. [7M]

UNIT-V

- 9. a) Analyze the use of multimedia elements, such as videos and high-quality images, on Apple's website. [7M]
- b) How does Instagram guide users to explore different facets of the platform's story while maintaining a cohesive design language? [7M]

(OR)

- 10. a) Analyze the design elements that reflect Instagram's brand identity on the "About" page. [7M]
- b) Discuss the navigation structure on Apple's website. How do designers prioritize and present a vast range of products and services while maintaining a cohesive and user-friendly interface? [7M]
