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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Sc.(AM)-Hons-2023/B.Sc.(AM)-Hons-2024

Course Name – Interactive Media Design and Prototyping

Course Code - BAM20001

(Semester II)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Select the principle that involves assuring users that their interactions are registered and helps them understand the system's response.
 - a) Feedback
 - b) Affordance
 - c) Mapping
 - d) Signifier
- (ii) Select the outcome of a well-established mapping between user actions and system responses.
 - a) Predictability
 - b) User Errors
 - c) Confusion
 - d) All of the above
- (iii) Name the type of feedback that involves color changes, indicating that a user's action was successful.
 - a) Visual feedback
 - b) Auditory feedback
 - c) Haptic feedback
 - d) Tactile feedback
- (iv) Name the fundamental aspect of UI design that involves the arrangement of visual elements, creating an aesthetically pleasing and functional interface.
 - a) Visual Hierarchy
 - b) Information Architecture
 - c) Prototyping
 - d) User Research
- (v) Select the term that defines the visual representation of the steps users take to accomplish tasks or navigate through an interactive interface.
 - a) Wireframing
 - b) Information Architecture
 - c) User Flow
 - d) Usability Testing

- (vi) Recognize a challenge associated with integrating multimedia assets into interactive media projects
- | | |
|--|---|
| a) Ensuring compatibility across different platforms | b) Disregarding user experience design principles |
| c) Neglecting file size considerations | d) Underestimating the importance of multimedia content |
- (vii) Indicate a significance of multimedia interactions in interactive media projects
- | | |
|-------------------------------|---|
| a) Decreasing user engagement | b) Enhancing interactivity and engagement |
| c) Ignoring user preferences | d) Limiting accessibility considerations |
- (viii) Select the fundamental principle of responsive web design that allows content to adapt to different screen sizes.
- | | |
|------------------|-------------------------|
| a) Fluid grids | b) Fixed layout |
| c) Static images | d) Absolute positioning |
- (ix) Recognize the prototyping tool commonly used for creating interactive prototypes and wireframes.
- | | |
|--------------------|------------|
| a) Adobe Photoshop | b) Figma |
| c) Microsoft Word | d) Notepad |
- (x) Select the term that refers to the process of designing and testing an interface to ensure it is easy to use and intuitive for users.
- | | |
|-------------------------------------|--------------------------------|
| a) User Interface (UI) Design | b) User Experience (UX) Design |
| c) Human-Computer Interaction (HCI) | d) Interaction Design |
- (xi) Choose the principle of responsive design that suggests starting with the most basic features and adding enhancements as needed for larger screens.
- | | |
|-------------------------|----------------------------|
| a) Graceful degradation | b) Progressive enhancement |
| c) Mobile optimization | d) Adaptive design |
- (xii) Predict the technique used to optimize images for faster loading times on mobile devices.
- | | |
|----------------------|--------------------|
| a) Image compression | b) Image scaling |
| c) Image cropping | d) Image filtering |
- (xiii) Choose the term that refers to the process of designing interfaces that adapt to the user's preferences and behaviour.
- | | |
|------------------------|----------------------|
| a) Adaptive design | b) Dynamic design |
| c) Personalized design | d) Customized design |
- (xiv) Choose the term used to describe the process of creating prototypes that utilize advanced features and functionalities beyond basic interactions.
- | | |
|----------------------------|------------------------------|
| a) Enhanced prototyping | b) Advanced prototyping |
| c) Specialized prototyping | d) Sophisticated prototyping |
- (xv) Predict the prototyping technique used to create physical representations of digital interfaces for testing and evaluation.
- | | |
|-------------------------|---------------------------|
| a) Tangible prototyping | b) Physical prototyping |
| c) Haptic prototyping | d) Real-world prototyping |

Group-B

(Short Answer Type Questions)

3 x 5=15

- | | |
|---|-----|
| 2. State a feedback mechanism in interactive media design and explain its significance. | (3) |
| 3. Explain the importance of usability testing in the design process. | (3) |
| 4. Explain the concept of affordance in interactive UI design. | (3) |

5. Write about the significance of responsive design principles in optimizing multimedia elements for web platforms. (3)
6. Explain the challenges associated with prototyping interactive experiences with emerging technologies (3)

OR

Conclude on the significance of dynamic content in enhancing user interactions in digital experiences. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the key principles of User-Centered Design. (5)
8. Explain affordance in the context of interactive media design. (5)
9. Relate the concept of a mobile-first design approach to the principles of responsive web design. (5)
10. Explain the concept of information architecture (IA) and its significance in designing interactive media. (5)
11. Describe the iterative design process involved in user-centered design, including its key phases and activities (5)
12. Explain the role of interactive technologies, such as augmented reality (AR) and virtual reality (VR), in designing for multi-platform and cross-platform interactions. (5)

OR

Explain the benefits of incorporating data-driven interactions and dynamic content in interactive design. (5)
