



BRAINWARE UNIVERSITY

Term End Examination 2023-2024 Programme – B.Sc.(AM)-Hons-2023 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

- Choose the correct alternative from the following :
- (i) Identify the core focus of interactive media design that emphasizes understanding user needs and behaviors
 - a) Graphic Design

b) Interaction Design

c) Visual Communication

- d) Information Architecture
- (ii) Name the process that serves as a blueprint for interface design in interactive media projects
 - a) Storyboarding

b) Prototyping

c) Wireframing

- d) User Testing
- (iii) Select the appropriate design thinking element essential in interactive media design
 - a) Ideation

b) Empathy

c) Prototyping

- d) Testing
- (iv) Select the essential visual design element in interactive media that involves the use of fonts and text arrangement
 - a) Color Theory

b) Typography.

c) Branding

- d) Wireframing
- (v) Select the method used to evaluate the usability and effectiveness of interactive designs by observing real users interacting with prototypes
 - a) User Research

b) Wireframing

c) Prototyping

- d) Usability Testing
- (vi) Name the practice that focuses on organizing and structuring content to optimize user access and retrieval within interactive media
 - a) Information Architecture

b) Navigation Design

(vii)	 c) User Research Identify the aspect of navigation design that addrepathways for users within interactive interfaces 	d) Prototyping esses creating seamless and intuitive		
	 a) Visual Hierarchy c) Aesthetics Select the principle that guides the adaptation of and devices, ensuring consistent user experiences 	b) User Expectations d) Prototyping user interfaces for different platforms		
(ix)	a) Responsive Designc) Collaborative DesignSelect the best definition of multimedia elements	b) Iterative Design d) Branding		
	a) Text-based content used for engagement	b) Visual and auditory components		
	c) Static images only, excluding videos or animations	incorporated into digital experiencesd) Abstract concepts without tangible representation		
	Indicate the primary purpose of optimizing multimedia assets for web and mobile platforms			
	a) Increasing file size for enhanced quality	b) Ensuring compatibility across different		
(xi)	c) Ignoring bandwidth constraints for optimal performance	devices and platforms d) Limiting user accessibility to specific d	evices	
	Recognize a common technique for compressing multimedia files in interactive media projects			
(xii)	 a) Reducing screen resolution c) Enlarging file dimensions Select a significant benefit of collaborative protot media projects 	b) Increasing audio bitrate d) Employing lossless compression algori typing in multimedia-rich interactive	thms	
	a) Slowing down the design and development process	b) Limiting creativity among team memb	ers	
(xiii)	c) Facilitating communication and collaboration d) Restricting stakeholder involvement iii) Predict the design trend that focuses on creating experiences that seamlessly transition between different devices and platforms:			
	a) Responsive design	b) Skeuomorphic design		
(xiv	 c) Neumorphic design d) Flat design) Choose the tool commonly used for creating interactive prototypes with animations and transitions: 			
(xv)	a) Adobe Photoshop c) Adobe XD Discover the approach to design that involves cre	b) InVision Studio d) Sketch eating designs that are accessible and		
	usable by people with a wide range of abilities:			
	a) Inclusive designc) Accessible design	b) Universal designd) Equal access design		
	Grou	ір-В		
	(Short Answer Type Questions)			
	Define the concept of affordance in the context of i Describe the role of signifiers and provide an examp	<u> </u>	(3) (3)	

media design

 Outline the importance of mapping in interactive media design and its impact on user interactions 	(3)		
 Distinguish between user personas and user scenarios in the context of user-centered desig Analyze the role of data-driven interactions in enhancing user engagement OR 	(3)		
Differentiate between cross-platform interactions and platform-specific interactions in design	n (3)		
Group-C			
(Long Answer Type Questions)	5 x 6=30		
7. Explain the process of prototyping interactions and user flows using interactive tools8. Write about the significance of cross-platform interactions in responsive web design and mobile prototyping.	(5) (5)		
9. Relate the iterative nature of prototyping responsive web interfaces to the concept of continuous improvement in mobile application development	(5)		
10. Criticize the incorporation of data-driven interactions and dynamic content in interactive design.	(5)		
11. Describe the essential components of wireframes and explain how they aid in the effective communication between design and development teams	(5)		
12. Differentiate between Augmented Reality (AR) and Virtual Reality (VR) in terms of user experience and interaction design	(5)		
OR			
Relate the concept of multi-platform and cross-platform interactions to the design of interactive experiences.	(5)		
