

- c) User Research
 (vii) Identify the aspect of navigation design that addresses creating seamless and intuitive pathways for users within interactive interfaces
 a) Visual Hierarchy
 c) Aesthetics
- d) Prototyping
 b) User Expectations
 d) Prototyping
- (viii) Select the principle that guides the adaptation of user interfaces for different platforms and devices, ensuring consistent user experiences
 a) Responsive Design
 c) Collaborative Design
- b) Iterative Design
 d) Branding
- (ix) Select the best definition of multimedia elements in interactive media design
 a) Text-based content used for engagement
 c) Static images only, excluding videos or animations
- b) Visual and auditory components incorporated into digital experiences
 d) Abstract concepts without tangible representation
- (x) Indicate the primary purpose of optimizing multimedia assets for web and mobile platforms
 a) Increasing file size for enhanced quality
 c) Ignoring bandwidth constraints for optimal performance
- b) Ensuring compatibility across different devices and platforms
 d) Limiting user accessibility to specific devices
- (xi) Recognize a common technique for compressing multimedia files in interactive media projects
 a) Reducing screen resolution
 c) Enlarging file dimensions
- b) Increasing audio bitrate
 d) Employing lossless compression algorithms
- (xii) Select a significant benefit of collaborative prototyping in multimedia-rich interactive media projects
 a) Slowing down the design and development process
 c) Facilitating communication and collaboration
- b) Limiting creativity among team members
 d) Restricting stakeholder involvement
- (xiii) Predict the design trend that focuses on creating experiences that seamlessly transition between different devices and platforms:
 a) Responsive design
 c) Neumorphic design
- b) Skeuomorphic design
 d) Flat design
- (xiv) Choose the tool commonly used for creating interactive prototypes with animations and transitions:
 a) Adobe Photoshop
 c) Adobe XD
- b) InVision Studio
 d) Sketch
- (xv) Discover the approach to design that involves creating designs that are accessible and usable by people with a wide range of abilities:
 a) Inclusive design
 c) Accessible design
- b) Universal design
 d) Equal access design

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define the concept of affordance in the context of interactive media design (3)
3. Describe the role of signifiers and provide an example of how they are used in interactive media design (3)

- 4. Outline the importance of mapping in interactive media design and its impact on user interactions (3)
- 5. Distinguish between user personas and user scenarios in the context of user-centered design (3)
- 6. Analyze the role of data-driven interactions in enhancing user engagement (3)

OR

Differentiate between cross-platform interactions and platform-specific interactions in design (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Explain the process of prototyping interactions and user flows using interactive tools (5)
- 8. Write about the significance of cross-platform interactions in responsive web design and mobile prototyping. (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)
