



Library
Brainware University
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Sc.(AM)-Hons-2023/B.Sc.(AM)-Hons-2024/B.Sc.(AM)-Hons-2025

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) Recognize the design trend characterized by a three-dimensional, tactile appearance and the use of soft shadows and gradients.
 - a) Material design
 - b) Flat design
 - c) Skeuomorphic design
 - d) Neumorphic design
- (ii) Select the method used to analyze user interactions with a prototype or interface to identify usability issues and areas for improvement.
 - a) Heatmap analysis
 - b) A/B testing
 - c) Usability testing
 - d) Eye tracking
- (iii) Choose the method used to ensure that a website or application functions correctly across different web browsers.
 - a) Cross-browser testing
 - b) User acceptance testing
 - c) Load testing
 - d) Regression testing
- (iv) Predict the design principle that suggests designing interfaces that anticipate and respond to user needs before they arise.
 - a) Anticipatory design
 - b) Proactive design
 - c) Predictive design
 - d) Reactive design
- (v) Predict the interactive technology that overlays digital content onto the real world, enhancing the user's perception of their environment.
 - a) Virtual reality (VR)
 - b) Augmented reality (AR)
 - c) Mixed reality (MR)
 - d) Simulated reality (SR)
- (vi) Identify a key benefit of a well-defined information hierarchy in UX design.
 - a) It increases the use of animations
 - b) It improves user navigation and content discoverability.
 - c) It makes the website more colorful
 - d) It allows designers to ignore typography rules
- (vii) Identify the primary purpose of a wireframe in an interactive media project.

- a) To design the final visuals and colors
- b) To write the project's code
- c) To outline the basic structure and functionality
- d) To test user interactions
- (viii) Identify the key elements that should be included in a wireframe.
 - a) Colors and typography
 - b) UI layout, navigation, and basic interactions
 - c) High-resolution images and animations
 - d) Backend code
- (ix) Identify the tool commonly used for creating wireframes.
 - a) Figma
 - b) Adobe Premiere Pro
 - c) Python
 - d) Blender
- (x) Identify the main purpose of a storyboard in interactive media.
 - a) To create high-fidelity mockups
 - b) To test user engagement
 - c) To develop the final interface
 - d) To visually map out scenes and user interactions
- (xi) Identify what does the term "low-fidelity" mean.
 - a) A wireframe with minimal details and placeholders
 - b) A final prototype with all design elements
 - c) A complex wireframe with full interactivity
 - d) A color-coded high-resolution layout
- (xii) Identify which of the following is not a benefit of using wireframes in the design process.
 - a) Allows quick revisions before development
 - b) Helps clarify user experience flow
 - c) Ensures exact final visual design
 - d) Provides a foundation for prototyping
- (xiii) Identify the primary purpose of a user flow diagram in an interactive media project.
 - a) The step-by-step journey a user takes through an interface
 - b) A database schema for backend development
 - c) The visual design of the homepage
 - d) A script for voice-over narration
- (xiv) Select the reason why usability testing is important in wireframing and storyboarding.
 - a) It helps ensure coding is error-free
 - b) It identifies design flaws before development
 - c) It finalizes typography and color choices
 - d) It determines server load capacity
- (xv) Select the features that are essential in an effective storyboard for an interactive media project.
 - a) Only text descriptions
 - b) Detailed graphics with animations
 - c) Key screens, user actions, and transitions
 - d) Complete coding instructions

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Outline the purpose of high-fidelity wireframes. (3)
- 3. Describe the process of usability testing in user-centered design and its role in refining interactive interfaces. (3)
- 4. Relate the importance of file optimization to the performance of interactive media projects on mobile platforms. (3)
- 5. Write about the role of user interface (UI) and user experience (UX) design principles. (3)
- 6. Justify the importance of interactive technologies like augmented reality (AR) and virtual reality (VR) in modern design practices. (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. Relate the concept of interactive technologies, such as augmented reality (AR) and virtual reality (VR), to the prototyping process. (5)
8. Write about the iterative nature of prototyping responsive web interfaces and mobile applications. (5)
9. Relate the emergence of interactive media design trends for mobile platforms to the need for collaborative prototyping and remote team workflows. (5)
10. State the benefits of conducting user research and usability testing in the development of an e-commerce website. (5)
11. Distinguish between qualitative and quantitative user research methods, and provide examples of each. (5)
12. Criticize the incorporation of data-driven interactions and dynamic content in interactive design. (5)

OR

Analyze the importance of collaborative prototyping and remote team workflows in the design process, especially when working on projects involving emerging technologies. (5)

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