



Seat No. _____

H-CDGD06001

Bachelor of Design (Sem. VI) Examination

April - 2023

Communication Design

[Communication Design Project 4 : Design for Digital Media (UI-UX)]

Time : / Total Marks : **20**

Instructions :

- (1) Students are allowed to use any medium of colour and pencil to the applicable questions.
- (2) Only blue and black pens are allowed for writing answers.

1 Fill in the blanks : 5

- (1) _____ is best known for his books on design, especially “The Design of Everyday Things”.
- (2) _____ is a fictional character which represents your target users.
- (3) There are 2 kinds of research methods used before starting on any problem 1 _____ and 2. _____
- (4) When a product of brand is _____ users are attracted to it.
- (5) _____ is the 4th key factor of UX design which was added lately.

2 Descriptive type questions : 15

- (1) Define UX.
- (2) What are the key roles of UX design / career path ?
- (3) How to start with Journey Mapping ? Describe in points.
- (4) What is affinity mapping in design ?
