

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2026

B.Tech-I Semester (CSE/IT/BT/ECE/CE)

COURSE CODE (CREDITS): 25B11CI418

MAX. MARKS: 15

COURSE NAME: Visual and Interaction Design

COURSE INSTRUCTOR: Mr. Gaurav Negi

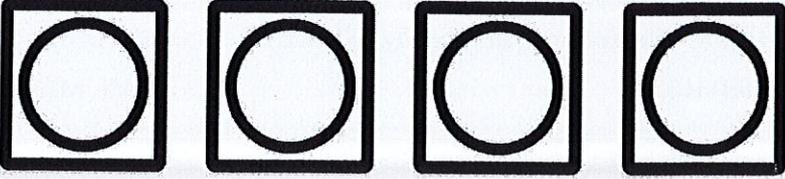
MAX. TIME: 1 Hour

*Note: (a) All questions are compulsory.*

*(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

*(c) Use of calculators is not allowed*

Q.No	Question	CO	Marks
Q1	Analyze how typographic hierarchy influences user attention and readability in a UI. Identify any two design decisions that can be used to establish hierarchy in UI text.	CO1	2
Q2	Evaluate the effectiveness of WCAG color accessibility guidelines in enhancing usability. Why is accessibility critical in modern UI design?	CO2	2
Q3	Analyze the role of design systems in enabling scalability and maintaining consistency across complex digital interfaces.	CO2	2
Q4	Using Adobe Color and Google Fonts, design and justify: a) A color palette suitable for a mobile application b) Font pairs for headings and body text	CO1	2
Q5	A mobile UI uses the following typography: Heading font size = 24 px Body text size = 14 px a) Calculate the typographic scale ratio. b) Analyze whether the calculated ratio provides effective readability and visual hierarchy.	CO1	2

Q6	<p>A UI layout contains one circle inside a square, repeated four times side by side. Design and justify a visual hierarchy strategy to emphasize one element while maintaining layout balance.</p> 	CO1	2
Q7	<p>Evaluate the usefulness of the following Canva tools in UI or graphic design by explaining one practical use case for each:</p> <ol style="list-style-type: none"><li>Elements</li><li>Alignment</li><li>Layers</li></ol>	CO1, CO2	3