

## **Exam Title: 90011120 User Interface Design**

### **Courses Assessed by this Exam: User Interface Design**

**Key Vocabulary:** intuitive design, canvas, CSS, inline HTML attributes, proprietary graphics software, site root-relative path, cognizant, dependent, intuitive, reliant, composition, containment, content, contrast, hyper text, scrolling image gallery, alignment, proximity, repetition, brand identity, copyrighting, identity initiative, marketing scheme, icon, logo, trademark, icon development, usability, blog entries, bookmarks, site queries, adaptive, expert, recommender, simulation, ecommerce, multimedia, urban, text density, absolute, fixed, relative, static, elastic, hybrid, social networks, gamification,

#### **Student Tasks:**

- Describe what is meant by an “intuitive interface
- Describe how typography, color scheme and graphic usage are used to set website feel/tone for various types of websites
- Identify and use the following design concepts: contrast, repetition, alignment, proximity, writing style
- Define and establish logo, identity, and branding needed for an effective website
- Identify common user information needs, information gathering models, and methods for gathering user research
- Define the primary audience and customer expectations and develop rubric for defining user tasks and corresponding functionality
- Describe target audience preferences based on demographics
- Apply results of research and analytics to the design of a user interface
- Differentiate among static, relative, absolute, and fixed positioning schemas
- Use schemas to design a website: fixed, liquid, elastic designs
- Recognize browser support for static, relative, absolute, and fixed positioning schemas
- Identify and correct display issues in a web page using multiple browsers
- Create an efficient, maintainable directory structure for a website
- Demonstrate and use correct file path for relative, site root relative, and absolute links
- Incorporate methods used to drive traffic to the website, then engage and retain visitors