



Master's degree
programme
College of Computer
Science

Demonstration Entrance Examination Ticket № 0

09.04.03 Applied Informatics
UX/UI Design

№	Question	Score, max
1	Explain the difference between UX and UI. Describe the main goal of user-centered design and give an example of how user research can influence an interface solution.	20
2	What is visual hierarchy in UI design? Explain how typography, contrast, grid systems, spacing, and color help users understand and interact with a digital interface.	20
3	What is information architecture? Explain how navigation, content hierarchy, and UX writing affect the usability of a website or mobile application.	20
4	Practical case. A university wants to redesign its online application platform for international applicants. Propose the main UX/UI design stages: research, problem definition, wireframing, prototyping, usability testing, and iteration.	20

Note: the oral examination ticket contains 4 questions, 20 points each; maximum oral exam score is 80 points. Portfolio evaluation is assessed separately up to 20 points. Overall maximum score is 100 points; minimum passing score is 40 points.