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Announcements

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Unit 5 - Week 4

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Course outline

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Design Semiotics and Visual Perception

Visual Communication Design

User Testing - I

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Contemporary Interface Design Technology

Quiz : Assignment 4

Solution for Assignment-4

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Assignment 4

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-03-27, 23:59 IST.**

1) Who added the concept of 'Interpretant' in semiotics?

1 point

- Ferdinand de Saussure
- Jacques Derrida
- Charles Sanders Peirce
- Claude Lévi-Strauss

No, the answer is incorrect.

Score: 0

Accepted Answers:

Charles Sanders Peirce

2) The structural part of semiotics or the sequential arrangement of signs and symbols, is termed as

1 point

- Syntagm
- Semantics
- Syntax
- Paradigm

No, the answer is incorrect.

Score: 0

Accepted Answers:

Syntax

3) Google glass and Hololens are examples of

1 point

- Haptic Technology.
- Mixed Reality devices

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Mixed Reality devices.

4) Which of the following is not a part of Semantics? **1 point**

- Syntax
- Symbol
- Icon
- Index

No, the answer is incorrect.

Score: 0

Accepted Answers:

Syntax

5) Which one is a futuristic digital media technology, which provides user interaction involving tactile sensation? **1 point**

- Virtual Reality Technology
- Haptic Technology
- Augmented Reality
- Holographic Projection

No, the answer is incorrect.

Score: 0

Accepted Answers:

Haptic Technology

6) Pound symbol “£” has a unique notation. Pound symbol is universally accepted and its visual depiction cannot be modified. In the language of Semiotics this can be termed as: **1 point**

- Icon
- Index
- Analogue code
- Digital code

No, the answer is incorrect.

Score: 0

Accepted Answers:

Digital code

7) Example of a Slab-Serif typeface is **1 point**

- Universe
- Clarendon
- Bodoni
- Helvetica

No, the answer is incorrect.

Score: 0

Accepted Answers:

Clarendon

8) Which of the following art movement has an emphasis on Yellow, Red and Blue colour and simple geometric abstraction? **1 point**

- De Stijl
- Art Deco
- Art Nouveau
- Art and Craft Movement

No, the answer is incorrect.

Score: 0

Accepted Answers:

De Stijl

9) Arranging conceptual design ideas into groups based on natural relationships is termed as **1 point**

- Information Architecture
- Wireframe
- Affinity Diagram
- Moodboard

No, the answer is incorrect.

Score: 0

Accepted Answers:

Affinity Diagram

10) Which of the following cannot be classified under Semantics? **1 point**

- Index
- Symbol
- Icon
- Ideology

No, the answer is incorrect.

Score: 0

Accepted Answers:

Ideology

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