

IMSc IT DD (NEP) Sem.-3 Examination

MDC-DD-234T

Design Psychology

December-2025

Time : 1.00 Hour]

[Max.Marks : 25

Instructions:

- Each question carries marks on the right-side.
- Do not write anything on the question paper.

Q.1. What is the psychology of space in design and why is negative space important?

[08 marks]

Or

What is Maslow's Hierarchy of Needs and how does it apply to user experience design?

Q.2. Explain Irwin Altman's four behavioural theories and their application in environmental and digital design?

[08 marks]

Or

Why certain brands choose specific colours for their logos and marketing materials. What might be driving those choices?

Q.3. Answer the Following Questions(Any three)

[09 marks]

- a. Discuss What are Hick's Laws?
- b. How do Jakob's law guide design decisions?
- c. How our brains perceive visual patterns and groupings?
- d. Why one should use font psychology?
- e. Why one should use space psychology?