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ENTRANCE EXAMINATION CONTENT  
FOR THE MASTER`S DEGREE PROGRAM IN  
**09.04.03 UX/UI DESIGN**

MOSCOW 2024

## CONTENT

I. Explanatory Note .....	3
II. Contents of Sections .....	5
III. Recommended Literature.....	5

## **I. Explanatory Note**

### *Purpose of the Entrance Exam*

The entrance exam for the Master's program in «UX/UI Design» aims to assess the applicant's competencies required for successful enrollment. These competencies include:

- Knowledge of fundamental principles in user experience (UX), user interface (UI), typography, and interface design.
- Proficiency in visual design and the ability to apply these principles to real-world scenarios.
- Analytical and creative skills necessary for effective problem-solving in UX/UI contexts.

### *Form, Duration, and Structure of the Exam*

#### Minimum Passing Score

- The minimum score required to pass is 40 points (out of 100).

#### Exam Components

- The entrance exam consists of two parts:
  1. An oral exam (maximum score: 80 points)
  2. A portfolio evaluation (maximum score: 20 points)

### *Part 1: Oral Exam (Maximum 80 Points)*

#### *Format and Duration*

- The oral exam includes 4 questions in total.
- The exam typically lasts 15–20 minutes.
- The examiner poses each question verbally, and the applicant responds immediately, demonstrating both the depth of knowledge and clarity of explanation related to UX/UI design principles.

#### *Scoring Breakdown*

- Each of the 4 questions is worth up to 20 points, for a maximum total of 80 points.
- The evaluation criteria for each answer include:
  1. Completeness of the response
  2. Evidence and argumentation provided
  3. Understanding and awareness of the material
  4. Independence of judgment
- A fully correct and well-reasoned answer may earn up to 20 points, whereas a completely incorrect or unanswered question results in 0 points.

### *Disciplines Covered*

The oral exam questions are derived from the following areas:

- Fundamentals of UX/UI Design
- Typography and Visual Design
- Information Architecture and UX Writing
- Prototyping and Testing

### *Part 2: Portfolio Evaluation (Maximum 20 Points)*

The portfolio is an integral element of the entrance exam and should demonstrate the applicant's professional skills and creative accomplishments. It must be aligned with the focus of the program and can be presented as:

- A digital file or URL link showcasing online work.
- Printed materials illustrating completed projects.
- Certificates of achievements in design competitions or other professional recognitions.

### *Evaluation Criteria:*

1. Relevance and Quality of Work
  - Alignment of showcased projects with UX/UI principles.
  - Technical proficiency, innovation, and creativity.
2. Consistency and Presentation
  - Clear organization and professional layout of work samples.
  - Evidence of coherent design thinking.
3. Depth and Breadth of Experience
  - Range of projects and variety of skills demonstrated (typography, interface design, prototyping, etc.).
  - Practical application of UX/UI best practices.

### *Total Scoring*

- Oral Exam: up to 80 points
- Portfolio Evaluation: up to 20 points
- Overall Maximum: 100 points
- Passing Score: 40 points

Applicants who meet or exceed 40 points are considered to have successfully passed the entrance exam.

## *Materials Allowed*

For the oral exam, no additional materials are typically required. Any specific allowances—such as a pen, paper for quick sketches, or reference materials—will be communicated in advance by the examination board.

## **II. Contents of Sections**

### *Section 1. Fundamentals of UX/UI Design*

Principles of user-centered design, UX design stages, user research methods, creating user personas, UI design fundamentals, design systems, HCI basics, and UX/UI testing methods.

### *Section 2. Typography and Visual Design*

Font classification and application, composition principles, layout design, color theory in UX/UI, interactive design elements, animation, and micro-animations in interfaces.

### *Section 3. Information Architecture and UX Writing*

Creating information structures, developing navigation menus, principles of logical and user-friendly navigation systems, effective UX writing, localization, and internationalization.

### *Section 4. Prototyping and Testing*

Prototyping tools, low-fidelity and high-fidelity prototypes, user testing methods, feedback collection, iterative improvement, and data-driven design decisions.

## **III. Recommended Literature**

1. Don Norman - “The Design of Everyday Things”
2. Timothy Samara - “Design Elements: A Graphic Style Manual”
3. Victor Papanek - “Design for the Real World”
4. Jennifer Tidwell - “Designing Interfaces”
5. Vlad V. Golovach - “User Interface Design”
6. Artemy Lebedev Studio - “The Book of Letters from A to Z”
7. Karl Gerhardt - “Psychology of Color Perception”
8. Elaine Weinmann, Peter Lourekas - “Typography Essentials”
9. Michael Fiedler - “Principles of Interface Design”
10. Alan Cooper - “The Inmates Are Running the Asylum”
11. Jesse James Garrett - “The Elements of User Experience”
12. Jeff Johnson - “Designing with the Mind in Mind”
13. Steve Krug - “Don’t Make Me Think!”
14. Edward Tufte - “The Visual Display of Quantitative Information”
15. Brad Frost - “Atomic Design”

16. Luke Wroblewski - "Mobile First"
17. John Maeda - "The Laws of Simplicity"
18. Dan Saffer - "Designing for Interaction"
19. Donna Spencer - "Information Architecture: For the Web and Beyond"
20. Rachel Andrew - "The New CSS Layout"
21. Andrew Hinton - "Understanding Context"
22. Chris Nodder - "Evil by Design"
23. Susan Weinschenk - "How to Get People to Do Stuff"
24. Joel Spolsky - "User Interface Design for Programmers"
25. Michael Bierut - "How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World"