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**ENTRANCE EXAMINATION CONTENT
FOR THE MASTER'S DEGREE PROGRAM
CODE 09.04.03 UX/UI Design / Дизайн цифровых интерфейсов**

Moscow 2025

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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
- The maximum score for a fully correct and well-reasoned response is 20 points. No response, or a response that does not address the question, receives 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

The list of accessories that applicant has the right to carry into the audience during the admission test: pen, pencil, eraser, not programmable calculator.

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. **Norman, D. A.** *The Design of Everyday Things: Revised and Expanded Edition*. — Basic Books, 2013. — 368 p. — ISBN 978-0-465-05065-9.
2. **Samara, T.** *Design Elements: A Graphic Style Manual: Understanding the Rules and Knowing When to Break Them*. — Beverly, Mass. : Rockport Publishers, 2007. — ISBN 978-1-59253-261-2.
3. **Papanek, V.** *Design for the Real World: Human Ecology and Social Change*. — 2nd ed. — London : Thames & Hudson, 1985. — ISBN 978-0-500-27358-6.
4. **Tidwell, J.; Brewer, C.; Valencia, A.** *Designing Interfaces: Patterns for Effective Interaction Design*. — 3rd ed. — O'Reilly Media, 2020. — ISBN 978-1-4920-5196-1.
5. **Saltz, I.** *Typography Essentials: 100 Design Principles for Working with Type*. — Rockport Publishers, 2009. — ISBN 978-1-59253-523-1.
6. **Galitz, W. O.** *The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques*. — 3rd ed. — Wiley, 2007. — ISBN 978-0-470-05342-3.
7. **Cooper, A.** *The Inmates Are Running the Asylum: Why High-Tech Products Drive Us Crazy and How to Restore the Sanity*. — 2nd ed. — Indianapolis, IN : Sams Publishing, 2004. — ISBN 978-0-672-32614-1.

8. **Garrett, J. J.** *The Elements of User Experience: User-Centered Design for the Web and Beyond.* — 2nd ed. — Berkeley, CA : New Riders, 2011. — ISBN 978-0-321-68368-7.
9. **Johnson, J.** *Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines.* — 2nd ed. — Amsterdam ; Boston : Elsevier (Morgan Kaufmann), 2014. — ISBN 978-0-12-407914-4.
10. **Krug, S.** *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability.* — 3rd ed. — [Berkeley, Calif.] : New Riders, 2014. — ISBN 978-0-321-96551-6.
11. **Tufte, E. R.** *The Visual Display of Quantitative Information.* — 2nd ed. — Cheshire, CT : Graphics Press, 2001. — ISBN 978-0-9613921-4-7.
12. **Frost, B.** *Atomic Design.* — Brad Frost, 2016. — ISBN 978-0-9982966-0-9.
13. **Wroblewski, L.** *Mobile First.* — New York, NY : A Book Apart, 2011. — ISBN 978-1-937557-03-4.
14. **Maeda, J.** *The Laws of Simplicity.* — Cambridge, MA : MIT Press, 2006. — ISBN 978-0-262-13472-9.
15. **Saffer, D.** *Designing for Interaction: Creating Innovative Applications and Devices.* — 2nd ed. — Berkeley, CA : New Riders, 2010. — ISBN 978-0-321-64339-1.
16. **Rosenfeld, L.; Morville, P.; Arango, J.** *Information Architecture: For the Web and Beyond.* — 4th ed. — Sebastopol, CA : O'Reilly Media, 2015. — ISBN 978-1-4919-1168-6.
17. **Andrew, R.** *The New CSS Layout: A Guide to CSS Grid and Flexbox.* — New York, N.Y. : A Book Apart, 2017. — ISBN 978-1-937557-68-3.
18. **Hinton, A.** *Understanding Context: Environment, Language, and Information Architecture.* — O'Reilly Media, 2014. — ISBN 978-1-4493-2317-2.
19. **Nodder, C.** *Evil by Design: Interaction Design to Lead Us into Temptation.* — John Wiley & Sons, 2013. — ISBN 978-1-118-42214-4.
20. **Weinschenk, S.** *How to Get People to Do Stuff: Master the Art and Science of Persuasion and Motivation.* — Berkeley, Calif. : New Riders, 2013. — ISBN 978-0-321-88450-3.
21. **Spolsky, J.** *User Interface Design for Programmers.* — Berkeley, CA : Apress, 2001. — Softcover ISBN 978-1-893115-94-1. — DOI 10.1007/978-1-4302-0857-0.
22. **Bierut, M.** *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.* — Revised and expanded ed. — 2021. — ISBN 978-0-06308991-1.