



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD YI, SII)

BGD 2111: ILLUSTRATION, PAINTING & MODEL MAKING TECHNIQUES I

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

a) Define the following illustrative terms:

- i) Line drawing
- ii) Photographic illustration
- iii) Infographics
- iv) Silhouette
- v) Modelling

(10 marks)

- b) i) Differentiate cross hatch and outline illustration descriptively and by sketching. **(5 marks)**
- ii) A chart appears with the photograph and a brief to create an advert for the advert. Advise on the suitability of photograph for the advert. **(5 marks)**
- iii) An illustration of oil for the aged 60 look younger has already been commissioned by self-styled advertising agency even before discussion of the advertising concept. Advise the client. **(5 marks)**
- iv) The message audience determines the type of illustration to be used. Explain the relevance of this. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

A serialized continuous tone illustration is to be used in a cheap publication for lower middle class audience. Advise the client in the print production process precautions likely to be encountered.

(20 marks)

QUESTION 3

Abstract illustrations are most ideally for well-educated scientific professionals. Discuss.

(20 marks)

QUESTION 4

Compare and contrast realistic and stylistic illustrations usage in a local newspaper.

(20 marks)

QUESTION 5

State and explain usage of outline cropped illustrations.

(20 marks)