



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN  
(DGD V)

**BGD 2301: THEORY OF ART AND DESIGN COMMUNICATION II**

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) Explain the following design terms;
- i) Copy (5 marks)
  - ii) Chromatic (5 marks)
  - iii) Achromatic (5 marks)
  - iv) Brief (5 marks)
- b) Describe the following drawing techniques;
- i) Freehand (5 marks)
  - ii) Still life (5 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

“Kizunguzungu” is an established music recording studio in Mombasa. Design a poster to be used in their marketing campaign. (20 marks)

### QUESTION 3

“Majola” is a newly established beer joint situated in the CBD of Mombasa. Design a business card for the Manager Mr. Zuggs. (20 marks)

### QUESTION 4

“Mapatooz” is a newly established beach resort situated along the sandy beaches of Mombasa. Design a poster to advertise reduced rates in the low season starting from April, 2015 to August, 2015. (20 marks)

### QUESTION 5

Design the front page of a brochure, for a high cost school in Mombasa, called ‘Zulelewi’. The school offers both Kenyan and international curriculums in both primary and secondary levels. Use full colours. (20 marks)