



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN  
(DGD)

**BGD 2105: ADVERTISING & PACKAGING DESIGN LAYOUT**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 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

Define the following terms:

- a) Advertisement (3 marks)
- b) Colour (3 marks)
- c) line (3 marks)
- d) Balance (3 marks)
- e) Vector images (3 marks)
- f) Bitmap images (3 marks)
- g) Typography (3 marks)
- h) Format (3 marks)
- i) Texture (3 marks)
- j) Tone (3 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

Discuss **EIGHT** factors to consider while designing information signs to the public e.g in a school, road etc. (10 marks)

### QUESTION 3

Explain the impact of colour in advertising, marketing and design productions giving examples. (20 marks)

### QUESTION 4

Describe **FIVE** types of lines and their meaning using illustrations. (20 marks)

### QUESTION 5

Discuss **FIVE** purposes of advertisement of products and services to the consumer. (20 marks)