



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD I)

**BGD 2104: VISUAL COMMUNICATION AND PUBLICATION DESIGN**

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

- a) Define the following terms
- i) Thumb nail sketches
  - ii) Comprehensive layout
  - iii) Metaphysical orientations
  - iv) Aesthetics
  - v) Colour harmony **(10 marks)**
- b) i) Explain briefly the THREE functional goals of design. **(6 marks)**
- ii) A brief has been provided. A designer perceives inadequacy of it. What steps does a designer take to make this complete. **(6 marks)**
- iii) “Encoding and decoding of messages must be done in symbols familiar to the sender and receiver”. Explain it briefly. **(6 marks)**
- iv) Explain why, this situation, in the above (ii). **(2 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

With an aid of two triangles of primary colours and secondary colours, show how the colour-wheel is derived naming the tertiary colours, and intermediate colours. **(20 marks)**

### QUESTION 3

Psychology of colour and meanings associated with colour are important. Discuss. **(20 marks)**

### QUESTION 4

Corporate identity design is a very unique process. Describe it. **(20 marks)**

### QUESTION 5

Graphics and text are not enough to communicate a message. Discuss. **(20 marks)**