



**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**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** MARCH 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) Describe the following design processes:

- i) Trimming (5 marks)
- ii) Mounting (5 marks)
- iii) Retouching (5 marks)

b) Explain the following paper characteristics:

- i) Density (5 marks)
- ii) Texture (5 marks)
- iii) Size (5 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

“Makanyago” is a newly established beer joint situated in the CBD of Mombasa. Design a poster to be used in their marketing campaign. (20 marks)

### QUESTION 3

A newly established company “madafu” intends to manufacture an assortment of fresh juices. Design **FOUR** packages to be used in packaging **FOUR** of their best juices. (20 marks)

### QUESTION 4

Design a CD jacket which contains an assortment of coastal best music. Use full colour. (20 marks)

### QUESTION 5

Design a business card for the headmaster Mr. Kojo of an international school called “Zowera” which admits students from nursery to standard eight. (20 marks)