



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD II)

**BGD 2109: HISTORY OF ARTS AND DESIGN THEORY 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) Explain the following design terms:
- i) Colour scheming (5 marks)
  - ii) Colour separation (5 marks)
  - iii) Chromatic (5 marks)
  - iv) Achromatic (5 marks)
- b) Explain the following colour terms and state their usefulness in design
- i) Complementary (5 marks)
  - ii) Neutral (5 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

Write a short summary on “surrealism” and mention why this movement is regarded as the mother of the movie industry. (20 marks)

### QUESTION 3

Mambo Records Company wishes to give its customers a 50% discounts for buying their products in the month of December, 15. Design a poster to be used for informing customers. (20 marks)

### QUESTION 4

“Sura Mbaya” is a brand of beans liked by patrons of a café in town called “Tambaa’. Tambaa Café now intends to start outside catering services to reach more people in town. Design a poster to actualize this dream. (20 marks)

### QUESTION 5

Design a poster to be used for advertising a perfume”Dozella’ for men which has newly been introduced into the market. (20 marks)