



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN
(DGD IV)

BGD 2211: THEORY OF ART AND DESIGN COMMUNICATION I

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) Explain the following design terms:
- i) Chromatic (5 marks)
 - ii) Copy (5 marks)
 - iii) Colour separation (5 marks)
 - iii) Colour scheming (5 marks)
- b) State the activities performed in the following “design process” stages.
- i) Research (5 marks)
 - ii) Brief (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Define “Design planning”. (2 marks)
- b) Outline all the stages involved in design planning. (18 marks)

QUESTION 3

“Zunguluko” is a newly established music recording studio in the central business district of Mombasa. Design a poster to be used for marketing the business. (20 marks)

QUESTION 4

“Mtandaoz”, an established smart phone seller shop in the outskirts of Mombasa. The manager Mr. Kojoo requires a business card designed for him. Design the business card using a maximum of three colours. (20 marks)

QUESTION 5

- a) Design a logo for a company called “Mangaletto tastes”, which manufactures an assortment of sweet nuts. Such as macademia, groundnuts, cashewnuts, etc.
- b) Design an assortment of **FOUR** packages to be used for packaging the nuts mentioned in 5 (i). (20 marks)