



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

BGD 2206: ADVERTISING AND PACKAGING DESIGN II

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

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) Discuss the importance of having illustrations on packages and posters. **(10 marks)**
- b) Discuss the importance of a poster. **(10 marks)**
- c) Explain the purpose of having text and a picture from on advertising. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Design a poster (FARASI FOR MEN) using paints on an A3 paper provided. It should cover 18 cm x 25 cm. **(10 marks)**

QUESTION 3

You have been asked as a designer to create an advert for a sugar company (SUNCITY SUGAR) whose sales have gone down due to poor management.

- Use two colours, combine text and image that can stimulate confidence to the customers.
- Use an A3 cartridge paper provided to display this concept which should cover: 58 cm x 40 cm width. **(10 marks)**

QUESTION 4

- a) Using paints, design a stick-on/sticker on A5 sheet provided. **(5 marks)**
- b) Design a print on table/illustration on a A4 paper using paints. It has to cover 10 cm height x 15 cm width. **(5 marks)**

QUESTION 5

- a) Design two rough sketches for a rigid package for a solid substance. **(5 marks)**
- b) Design two rough sketches for a rigid package for a liquid substance. **(5 marks)**

QUESTION 6

You are required to compose an advertisement for printing/reproduction on a vehicle panel. Come up with atleast two comprehensive sketches on a A4 paper provided. **(10 marks)**