



TECHNICAL UNIVERSITY OF MOMBASA

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

COMMUNICATION STUDIES DEPARTMENT

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2105: DESIGN THEORY.

END OF SEMESTER EXAMINATION

SERIES: NOVEMBER, 2016

TIME: TWO HOURS

DATE:

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE questions. Question ONE is Compulsory, Attempt any other two questions.

instruction.

Do not write on the question paper.

Question ONE

(a) Explain the following terms:-

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|----------------------------------|---------|
| (i) Principles of Art and Design | (5 mks) |
| (ii) Elements | (5 mks) |
| (iii) Composition | (5 mks) |
| (iv) Layout | (5 mks) |
| (v) Achromatic Colours | (5 mks) |

(b) State the main differences and similarities that exist between “Fine Art” and “Graphic Design”.

(5 mks)

Question TWO

Draw a colour wheel and on it indicate primary colours, secondary colours, tertiary colours and complementary colours.

(20 mks)

Question THREE

Describe paper characteristics in term of density, texture, size and colour. (20 mks)

Question FOUR

Explain why aesthetics is regarded as one of the pillar of Graphic Design. (20 mks)

Question FIVE

Explain how Layout, Elements, Principles and Composition are related. (20 mks)

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