



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2115: ADVERTISING AND PACKAGING I

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: SEPT. Select series 2017

TIME: 2 HOURS

DATE: 19 Sep 2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of five questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question One

- (a) Explain the purpose of advertising. (5marks)
- (b) List any FIVE material used in packaging and their different functions. (5marks)
- (c) State the steps of editing artwork. (5marks)
- (d) Explain the role played by pictures and illustrations in a poster. (5marks)
- (e) Describe the importance of a billboard in advertising. (5marks)
- (f) Illustrate the different types of packages. (5marks)

Section B (Answer any TWO questions)

Question TWO

Discuss the importance of technical specifications in advertising layout. (20marks)

Question THREE

On the A3 size plain paper provided design a layout of a comprehensive ready to print digital advert for a flyer for TUM on the internet. (20marks)

Question FOUR

- (a) On the A3 size plain paper provided design and execute the brand name “IN-DA-HOUSE” which is a hardware manufacturing company. (10marks)
- (b) Design a layout for the carrier bag. (10marks)