



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2211: THEORY AND DESIGN COMMUNICATION I

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JULY 2014

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) Distinguish the following design terms:
- i) Design composition **(5 marks)**
 - ii) Layout **(5 marks)**
 - iii) Elements of design **(5 marks)**
- b) Describe the procedure you would follow wherever you start working on a design project. **(5 marks)**
- c) Explain the following design principles:
- i) Proportion **(5 marks)**
 - ii) Balance **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

“BIGGILAO” is an established Smart Phone Seller shop in the Central CBD of Mombasa. Design a business card for Mr. Jeggo proprietor of the shop. **(20 marks)**

QUESTION 3

‘Seppetuko’ is a newly established music recording studio in the Central CBD of Mombasa. Design a poster to be used for marketing the business. **(20 marks)**

QUESTION 4

Describe “Design Planning” by depicting all the stages involved. **(20 marks)**