



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

**BGD 2206: ADVERTISING & PACKAGING III**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** MARCH 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) Define the following terminologies:
- i) Shelf life
  - ii) Wise consumer
  - iii) Typographer
  - iv) Product themes
  - v) Creative work. (10 marks)
- b) Explain the following:
- i) Package types (6 marks)
  - ii) Logo types (4 marks)
- c) State any **TEN** importance of packaging. (10 marks)

## SECTION B (Answer any **TWO** questions)

### QUESTION 2

Illustrate on an A4 size paper:-

A label for a water bottle

Design the company name: - “Zuma Waters”

Type style – free hand with details (20 marks)

### QUESTION 3

Illustrate on an A4 size paper an advert using free hand and colour pencils; a visualized concept of “etiquette; elegant; eloquent” promoting a product of choice – illustration to support. (20 marks)

### QUESTION 4

Design a poster A4 size conceptualizing:

“Humanizing the dehumanized”

Colour scheme in tints and tones. (20 marks)