



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2214: WEB DESIGN AND ONLINE MARKETING

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: Pick Date AUGUST 2024

DESIGN PROJECT 1

Instructions to Candidates

This project is a design BRIEF given to students at the beginning of the semester as a guide to work on for the whole semester and by the end of the semester they are examined and awarded marks.

- a) Each work shall be approved at its step
- b) Each work should be original
- c) Complete work should be presented and pinned up at the final exams pinup exhibition.

THIS IS A PROJECT TO BE CARRIED OUT IN THE COURSE OF THE SEMESTER.

BRIEF ONE:

Create online web page of your company and upload your design portfolio with varied pockets guiding your clients and those who will visit your website.

Marking Guide:

WEEK TWO:	Comprehensive research and ideas	Presentation to the class and approval by lecturer	5 Mks
WEEK FOUR:	Sketches and layout of page outlook	Presentation to the class and approval by lecturer	5 Mks
WEEK SIX:	Presentation of dummy look alike	Presentation to the class and approval by lecturer	10 Mks
WEEK EIGHT:	Presentation of final comprehensive outcome	Presentation to the class and approval by lecturer	10 Mks
WEEK	Final presentation EXAMS	Exhibition of the work pin-up	70 Mks

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