



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences
Department of Communication Studies
UNIVERSITY EXAMINATION FOR:
DIPLOMA IN GRAPHIC DESIGN
HGD 2201: ADVERTISING AND PACKAGING TECHNIQUES
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:

Design a package of your own creation (A4, 8 sided, 5 inches) to upload
A2 poster advertising the product

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 pinup	70 Mks

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