



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HGD 2105:DESIGN THEORY

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2HOURS

DATE: PICK DATE DECEMBER 2024

Instruction 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** question.

Do not write on the question paper

QUESTION ONE A

Define the following terms.

- | | |
|--|----------|
| (i) Line. | (2marks) |
| (ii) Series of progressive large dots. | (2marks) |
| (iii) 3D – form. | (2marks) |
| (iv) Harmony pattern of textures. | (2marks) |
| (v) Unity as a factor. | (2marks) |

QUESTION ONE (B)

- (i) Differentiate between a fundamental line and visual line.
(5marks)
- (ii) Distinguish between mass and void with the later being the background.
(5marks)
- (iii) Outline the balancing of the of items in a given composition with different weight of items. (5marks)
- (iv) Differentiate focus and dominance a principle in design composition. (20marks)

QUESTION TWO.

Hierarchy may be achieved by size but what of the factors will be included to make the design created a greater impact. (20marks)

QUESTION THREE

Gradation can be achieved by design or colors and may vary drastically or gradually. Discuss when each is necessary and how contrary effects may be achieved with either of them. (20marks)

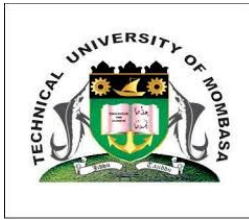
QUESTION FOUR

Texture, pattern and colors are elements and also principles of design. Discuss with examples. (20marks)

QUESTION FIVE

Order placement and hierarchy create designs with great impact. Describe with examples. (20marks)

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QUESTION ONE

Define the following terms.

- | | |
|-----------------|----------|
| (i) Dot. | (2marks) |
| (ii) Line. | (2marks) |
| (iii) Harmony. | (2marks) |
| (iv) Hierarchy. | (2marks) |
| (v) Form. | (2marks) |

QUESTION ONE (B)

- (i) Distinguish between volume and shape. (5marks)
- (ii) Differentiate between mass and void. (5marks)
- (iii) Outline with illustrative sketch of elements (2D) develops to form. (5marks)
- (iv) With the help of a diagram and description differentiate three forms of balance. (5marks)

QUESTION TWO

Describe the process of a designing from brief to final implemented design. (20marks)

QUESTION THREE

Discuss EIGHT forms of principles beside balance with illustrative forms showing how each is used to create design. (20marks)

QUESTION FOUR

Unity, harmony and proximity are related to each other In creating as a whole to design. Discuss with examples. (20marks)

QUESTION FIVE

Contrasts, domination focus and emphasis are principles used to create impact of the design to audience. Discuss with illustrated examples. (20marks)