



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2221: ART AND DESIGN THEORY III

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Answer **TWO** questions in Section **A**.
- Section **B** is Compulsory.

This paper consists of Two printed pages.

SECTION A (Attempt only TWO questions)

QUESTION 1

Explain the following design terms:

- a) Branding
- b) Colour separation
- c) Digitization

(20 marks)

QUESTION 2

Describe the complete process of design, highlighting the various stages involved.

(20 marks)

QUESTION 3

Explain through identifying **FOUR** areas where a trained graphic designer can be absorbed after college.

(20 marks)

SECTION B (Compulsory)

QUESTION 4

A New Company 'Zolla' has newly arrived from South Africa, intending to manufacture an assortment of packed traditional delicacies ranging from cassava crisps, spiced groundnuts, crunched simsim and tinned beans.

You have been approached by the CEO Mr. Bekeo to design for the company the four assortments of packages and the logo of the company. Produce three alternative sketches of the logo and then design the four packages.

(30 marks)