



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG II)

BGD 2211: ART AND DESIGN THEORY II

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

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 terms
- i) Balance (2marks)
 - ii) Asymmetrical balance (2marks)
 - iii) Symmetrical balance (2marks)
 - iv) Radial symmetry (2marks)
- b) Name the six elements of design. (6marks)
- c) What is
- i) Tint (3marks)
 - ii) Shading (3marks)
 - iii) Saturation (3marks)
- d) State any TWO functions of the following design tools.
- i) Steel rule (2marks)
 - ii) NT- cutter (2marks)
 - iii) T- square (2marks)
 - iv) Sable brushes (2marks)
 - iv) Rapidographic set (2marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Design the front side of a magazine called 'FAHION' a style magazine.

Size A4

Maximum no of colors – Full color

- i) Produce FOUR Thumbnail Sketches (4marks)
- ii) Choose the sketches you consider to have the best idea. (2marks)
- iii) Perform color scheming on the chosen sketch and produce FOUR color schemed version of The same sketch (4marks)
- iv) Choose the one you consider to have the best color schemes and present it on an A4 size paper. (10marks)

QUESTION 3

- a) Explain the study of aesthetics. (10 marks)
- b) Outline the chief goal of aesthetics. (10 marks)

QUESTION 4

- a) State the **THREE** properties of Art works. **(15 marks)**
- b) Describe the term Art work. **(5 marks)**

QUESTION 5

Explain the difference between element of Art and principles of Art. **(20 marks)**