



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG V)

BGD 2013: 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) State the relationship that exist between the following Art and Design terms
- i) Layout (5marks)
 - ii) Elements (5marks)
 - iii) Principles (5marks)
 - iv) Composition (5marks)
- b) Explain the main difference and similarities that exist in the following
- i) Fine art (5 marks)
 - ii) Graphic Design (5marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Describe systematically all the stages encountered during ‘design planning’ (20 marks)

QUESTION 3

Explain why ‘aesthetics’ is considered the most important component in design which helps in achieving completeness and effective visual communication in a design project. (20marks)

QUESTION 4

A newly established company ‘ZOWERA’ intends to manufacture an assortment of packaged traditional delicacies ranging from potato crisp, chili groundnuts, sugared sim sim and tinned bananas. Design the four packages of their products. Maximum number of colors is three. (20marks)