



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGI)

DESIGN THEORY

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **EIGHT** questions.
2. Answer any **FIVE** questions.
3. All questions carry equal.
4. Cheating leads to disqualification.
5. Switch off mobile phone.

- Q.1 (a) Draw the diagram of the “colour wheel” and indicate the following:
- (i) Primary colours
 - (ii) Secondary colours
 - (iii) Complementary colours
 - (iv) Warm colours. (10 marks)
- (b) Explain how the following colour groupings mentioned in 3(a)(iii) and 3(a)(iv) above are useful in design. (10 marks)
- Q.2 (a) Mention **THREE** reasons why “cowgum” is referred to as “designers glue.” (6 marks)
- (b) State where each of the following “adhesive plastic” is used.
- (i) Tough bond
 - (ii) Marine glue
 - (iii) Wood glue
 - (iv) Super glue
 - (v) Masking tape. (10 marks)
- (c) Explain what a graphic designer should do when working with an adhesive plastic he is not familiar with. (4 marks)
- Q.3 (a) (i) Define “design process”. (1 mark)
- (ii) Name the **SEVEN** stages involved in “design process:”. (7 marks)
- (iii) Give **TWO** important reasons why a graphic designer undertakes research during “design process”. (4 marks)
- (b) Mention **FOUR** important activities a graphic designer undertake when he goes out to collect the brief. (8 marks)
- Q.4 Explain how the following terms are applied when working on a design layout:-
- (i) Rhythm
 - (ii) Harmony
 - (iii) Colour
 - (iv) Balance
 - (v) Proportion. (20 marks)
- Q.5 Explain the following terms:
- (i) Pigment
 - (ii) Hue
 - (iii) Value
 - (iv) Tint
 - (v) Shade. (20 marks)

- Q.6 (a) (i) Name the **FOUR** main design processes carried out during design presentation. (4 marks)
- (ii) Explain how the design processes named in 6(a)(i) above are performed. (8 marks)
- (b) Mention **FOUR** important arrangements that a graphic designer must make before presenting his work in an art exhibition. (4 marks)
- (c) Explain the work of a portfolio. (4 marks)
- Q.7 (a) Explain the following terms:-
- (i) Colour Wheel
(ii) Layout
(iii) Perspective
(iv) Colour Scheming
(v) Asymmetrical
(vi) Symmetrical (12 marks)
- (b) State characteristics of the following in relation to book cover designs:-
- (i) Font
(ii) Spine
(iii) Back
(iv) Title. (8 marks)
- Q.8 (a) (i) Explain the term “balance” in design. (2 marks)
- (ii) Give **THREE** examples of “balance”. (3 marks)
- (b) Explain the form of “balance” in each of the following objects.
- (i) Vehicles
(ii) Human beings
(iii) Electronic equipment
(iv) Furniture
(v) Books (10 marks)
- (c) Mention any **FIVE** examples of asymmetrically balanced natural objects. (5 marks)