

MASENO UNIVERSITY UNIVERSITY EXAMINATIONS 2015/2016

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN TEXTILE AND APPAREL DESIGN WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

ADI 106: GRAPHIC DESIGN

Date: 19th April, 2016

Time: 8.30 - 10.30am

INSTRUCTIONS:

 Answer ALL Questions in Section A and THREE in Section B

ISO 9001:2008 CERTIFIED



SECTION A:

Answer all the questions in this section (40 marks)

1.	Comment on the following sentence. "If there is no messa no idea, no narrative, or no useful experience, it is not gra	
	no idea, no narrative, or no userur experience, it is not gra	(2 marks)
2.	Define four (4) elements of design	(8 marks)
3.	The choice of paper for a publication is important.	
	(a) State two (2) suitable uses of Calendered paper	(2 marks)
	(b) Explain what is meant by the term "Imposition" when related to	
	publishing.	(2 marks)
	(c) Explain the advantages of using 60 gsm paper as opposed to 100 gsm	
	paper	(4 marks)
	(d) Explain why paper opacity is important in printing	(2 marks)
4.	(a) What is the Theory of Gestalt?	(2 marks)
	(b) Describe two (2) principles of Gestalt.	(4 marks)
5.	An advertising company now uses computers for all its graphic needs.	
	(a) State four (4) advantages of using computers when compared with	
	manual methods of producing new designs.	(4 marks)
	(b) State three (3) disadvantages that the firm could have found by using	
	computers.	(3 marks)
	(c) State two (2) input devices that could be used to transfer the	
	company's existing manual drawings to the computer's memory.	
		(2 marks)

Name the most common software suitable for:

(i) Producing an advertising leaflet, containing text and graphics, showing the latest design. (1 mark)

(ii) Producing a fully dimensioned production drawing of a new newspaper stall. (1 mark)

(iii) Producing a highly edited photograph for a magazine (1 mark)

(iv) Build a robust website (1 mark)

(v) Design a company logo (1 mark)

SECTION B:

Answer any three questions (30 marks)

- Explain how a harmonious and coherent 2D pictorial composition can be achieved using five (5) basic principles of design (10 marks)
- You have been invited by the student union to make a poster for their annual party. Discuss the necessary visual and Informative aspects you need to consider in your design (10 marks)
- Discuss five (5) traditional illustration methods that allow easy reproduction, providing examples of what they are used for (10 marks)
- (a) The choice of print methods depends on many factors, describe four
 (4) such factors (4 marks)

(b) Describe screen printing and provide an example of products that can be produced by this method (2 marks)

- (c) Listed below are two (2) different printing requirements and a suggested printing process. Explain the advantages and disadvantages of each process:
- (i) Full colour magazine printed using offset lithography. (2marks)

(ii) Company logo onto polythene using flexography

(2 marks)

Identify any ten (10) typographical features as indicated in the diagram.
 Link each feature identified with its corresponding number.

(10 marks)

