



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**



SECTION A:

Answer all the questions in this section (40 marks)

1. Comment on the following sentence. "If there is no message, no story, no idea, no narrative, or no useful experience, it is not graphic design".
(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)

(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)

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

(10 marks)

