



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2014/2015
FOURTH YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE OF BACHELOR OF ARTS IN
INTERIOR DESIGN WITH INFORMATION
TECHNOLOGY

MAIN CAMPUS
SUPPLEMENTARY
ADI 406: EXHIBITIONS AND DISPLAY DESIGN

Date: 13th November, 2015

Time: 8.30 - 10.30am

INSTRUCTIONS:

- Answer ALL Questions from section A and any other TWO from section B.
- Answer all the questions in the booklet provided



SECTION A: 40 MARKS

Answer ALL the questions from this section

1. Mention design restrictions you may encounter when working on a display stand. 2mks
2. Briefly explain the steps of achieving a presentation about hierarchy of a message. 6mks
3. List down Five [5] effective visual elements that command attention and communicate some feelings to an audience. 5mks
4. Briefly examine FOUR [4] ways of expressing dominance as a principle of art and design in a display. 6mks
5. State FOUR [4] planning techniques of merchandise display. 6mks
6. Identify any FIVE [5] feature areas within an exhibition stand. 5mks
7. Briefly explain how chaos and simplicity contribute to the organization of a display design. 5mks
8. Explain the importance of providing a memorable introduction and conclusion in an exhibition. 5mks

SECTION B: 30MKS

Answer ANY TWO questions in this section

9. Display design is a visual merchandising medium used to enhance products in a display. Discuss 15mks

10. You have been commissioned to design a powerful exhibition stand for Maseno University at the show ground in Kisumu, explain the guidelines you would use to achieve the design. 15mks

11. In your own words, explain the contributions of the elements of exhibition design in a display composition in an exhibition stand. 15mks