



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS (TEXTILE & APPAREL DESIGN,
INTERIOR DESIGN AND FASHION DESIGN) WITH INFORMATION
TECHNOLOGY
(MAIN CAMPUS)**

ADI 106: GRAPHIC DESIGN AND ILLUSTRATION

Date: 17th July 2014

Time: 11.00 - 1.00 pm

INSTRUCTIONS:

- SECTION A: Attempt question 1 which is COMPUSORY (30 Marks)
- SECTION B Attempt any TWO questions (20 marks each)
- Start each question on a new page
- Mobile phones are prohibited in the Examination room.
- DO NOT write on the question paper



SECTION A (30 MARKS)

COMPULSORY

1. a. Citing examples, discuss the following theories of image and text.
 - i. Rhetoric
 - ii. Didactics
 - iii. Metaphor
 - iv. Poetics
 - v. Semiotics

(10 Marks)

- b. Define the following terms as used in typography:
 - i. Serifs
 - ii. Leading
 - iii. Kerning
 - iv. Tracking
 - v. Baseline shift

(10 Marks)

2. Discuss at least five (5) applications of photography in the Interior design (10 Marks) industry or in the fashion and textiles industry.

SECTION B: ESSAY QUESTION (ANSWER ANY TWO QUESTIONS)

3. Distinguish between offset and digital printing and discuss the advantages and disadvantages of using either print production technique. **(10 Marks)**

4. Discuss the contribution of the Bauhaus to Colour theory. **(10 Marks)**

5. Designers use design principles to evaluate and inform the consistency and visual hierarchy of their design. Using diagrams where necessary, discuss at least five principles of design and mention how they are used to evaluate and inform design. **(10 Marks)**