



**FACULTY OF SCIENCE AND TECHNOLOGY**  
**END OF SEMESTER EXAMINATION - APRIL 2025**

**PROGRAMME: BIT/DCS**

**YEAR/SEM: YEAR 2/SEM 1**

**COURSE CODE: BIT2113/DCS2202**

**NAME: GRAPHICS DESIGN**

**DATE: 23<sup>rd</sup>/04/2025**  
**TIME: 09:00Am – 12:00Pm**

**INSTRUCTIONS TO CANDIDATES:**

- **ATTEMPT ALL QUESTIONS IN SECTION A (40 MARKS)**
- **ATTEMPT ANY TWO QUESTIONS IN SECTION B (60 MARKS)**
- **DO NOT OPEN THIS EXAMINATION UNTIL YOU ARE TOLD TO DO SO**
- **ROUGH WORK SHOULD BE IN YOUR ANSWER BOOKLET**
- **THE TIME ALLOWED FOR THIS EXAMINATION IS STRICTLY THREE HOURS**
- **ON THE FIRST PAGE OF YOUR ANSWER BOOKLET**
  - **WRITE YOUR REGISTRATION NUMBER PROPERLY**
  - **WRITE THE COURSE NAME AND COURSE CODE**
  - **WRITE EXAMINATION VENUE**
  - **DO NOT WRITE, DRAW OR SCRATCH ANYTHING ELSE ON THE FIRST PAGE**
  - **WRITING UNNECESSARY INFORMATION LIKE PHONE NUMBERS IN THE FIRST PAGE SHALL ANNUL YOUR EXAM**
  - **ANSWER BOOKLETS THAT DO NOT CARRY THE REQUIRED INFORMATION, OR THAT HAVE UNNECESSARY WRITING IN THE FIRST PAGE SHALL NOT BE MARKED**

## SECTION A (THEORY) 40 MARKS

1. As a professional graphics designer you follow certain principles to make the design look appealing. Outline and explain 5 principles of art and design. (10Mks)
2. Balance is an imaginary centre of equilibrium in a design. You as a graphics designer describe the 2 types of balance you would use in your 2 different design works. (5Mks)
3. Advertising is either persuasive nor informative, define advertising and state any 3 media used in advertising. (5Mks)
4. What are secondary colours and state how all the secondary colours can be mixed. (5Mks)
5. (a) How do you understand “*typography*”?  
(b) Typography comes from two Greek words, explain these two words. (5Mks)
6. State any 5 colors and show what they are associated to in terms of meaning. (5Mks)
7. Logos are special company symbols that represent either a company or its products. State and define any 5 types of logos. (5Mks)

## SECTION B (PRACTICAL PART) SELECT ANY TWO 60 MARKS

1. “The Little Girl” is an A5 book that is yet to be published, as a professional graphics designer you are required to design its book cover. The book is a 2<sup>nd</sup> Edition, authored by Peterson k and published by Real Grafix design Ltd. Use relevant information and illustrations to come up with an attractive cover.  
**Save PDF file** (30Mks)
2. A new restaurant called “Mistral Restaurant” is opening up soon. The general manager approaches you as a graphics designer to design a logo for the restaurant and thereafter design a menu card. Use the necessary information of your choice to create an artistic menu. **Save PDF** (30Mks)
3. **SIMBA Safari Camp** is a tourist company organizing a tour to Mombasa on 30<sup>th</sup> April 2025 for 3 days at a fee of \$200. As a graphics designer you are tasked to use the provided logo for the company and relevant pictures of your choice to design a good artistic A4 poster advertising the tour. **Save PDF** (30Mks)
4. **YAP ICE CREAM** is a new product on the market, as a professional graphics designer, you been approached to brand this product. Using different skills you acquired, design an artistic logo for this product. **Save PDF file** (30Mks)

**END**