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University Examinations 2023/2024

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR THE DIPLOMA IN
INFORMATION TECHNOLOGY

CIT 2314: GRAPHIC DESIGN

DATE: APRIL 2024

TIME: 1¹/₂ HOURS

INSTRUCTIONS:

1. Answer Question ONE, and any other TWO
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QUESTION ONE (30 MARKS)

1. Define the following terms as applied in graphical design.
 - i. Typography; (2Marks)
 - ii. Typeface; (2 Marks)
 - iii. Tracking; (2 Marks)
 2. Principles of graphic design are key before one performs graphic design, as an expert **highlight** six principles that are applied in graphic design. (6 Marks)
 3. List **five** types of printing designs used in graphic design that enable visual communication of the design to the audience. (5 Marks)
 4. Identify **four** basic application areas of a multi-page layout in the modern graphic design technology. (4 Marks)
 5. Designing of graphics will depend on the techniques used, as an expert state **four** types of typography techniques. (4 Marks)
 6. List five principles that one should observe when developing any graphic content. (5 marks)
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QUESTION TWO(15 Marks)

- a) Diana has approached you to design graphics on his t-shirts that he would use for the public rally, explain **three** elements of graphic design you might decide to use. (6 Marks)
- b) Describe **three** characteristics of size as an element of graphics that the designer may consider during designing. (6 Marks)
- c) What considerations should be taken into account when designing for print versus digital media? (3 Marks)

QUESTION THREE (15 MARKS)

- i. Discuss **four** types of electronic image file as used in graphic design. (8 Marks)
- ii. In graphic design one of the important elements is to apply typography techniques, explain **four** classification of serif typography that a designer may apply. (7 Marks)

QUESTION FOUR (15 MARKS)

- b) Explain **four** differences between print media and digital media as used in graphic design. (8 Marks)
- c) Colors have immediate impact on the viewers and address their sub-consciousness. Discuss additive and subtractive colors in graphic design. (4 Marks)
- d) What considerations should a graphic designer keep in mind when choosing fonts for a project, especially in terms of readability and brand consistency? (3 Marks)