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MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR

SECOND YEAR SUPPLEMENTARY/SPECIAL EXAMINATIONS

FOR THE DIPLOMA
OF
PUBLIC RELATIONS AND CREATIVE ADVERTISING

COURSE CODE: ADVERTISING DESIGN AND LAYOUT

COURSE TITLE: DPA 201

DATE: 25/07/2022

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO CANDIDATES

1. Answer Question ONE and any other TWO Questions.
2. Do not write anything on the question paper!

TIME: 2 HOURS

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1. A good design artist must create an image that is both visually pleasing and functional.

(a) Explain in details the Principles of design that he/she should consider (20 Marks)

(b) Explain **FIVE** components of a successful design solution (10Marks)

TIME: 2 HOURS

2. (a) What is White space? (2 Marks)

(b) Explain the impact that white space has on any advertising design and layout work. (10 Marks)

(c) What are the advantages of using template in advertising design and layout? (8 Marks)

3. (a) Define Layout. (2 Marks)

(b) Explain **THREE** types of layout methods. (12 Marks)

(c) List and explain **THREE** components of a good layout. (6Marks)

4. (a) Discuss **FIVE** design mistakes to avoid. (20 Marks)

5. Copy writing is not done haphazardly; it requires critical thinking, meditation and experimentation of creativity. Discuss the vital questions that must be answered by a copy writer before displaying his creative work or copy. (20 Marks)