



MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR

SECOND YEAR SUPPLEMENTART/SPECIAL EXAMINATIONS

FOR THE DIPLOMA OF PUBLIC RELATIONS AND CREATIVE ADVERTISNG

SCHOOL AND PECHNOLOGY

MAIN CAMPUN

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 PUBLIC RELATIONS AND CREATIVE ADVERTISHED

COURSE TITLE: DFA 201

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
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2.	(a) What is White space?	(2 Marks)
	(b) Explain the impact that white space has on any advertising design and layout work(c) What are the advantages of using template in advertising design and layout?	k. (10 Marks (8 Marks
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3.	(a) Define Layout.	(2 Marks
	(b) Explain THREE types of layout methods.	(12 Marks
Ĺ,	(c) List and explain THREE components of a good layout.	(6Marks
	end displain to dutails the Principles of design that has to the land into days.	
4.	. (a) Discuss FIVE design mistakes to avoid.	(20 Marks
5.	. Copy writing is not done haphazardly; it requires critical thinking, meditation and exper creativity. Discuss the vital questions that must be answered by a copy writer before disp	imentation of
	creative work or copy.	(20 Marks
	(b) Explain the nupurt that white space has on ally advertiging design and lag are a or	r. yağıl adırılı.
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