



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

UNIVERSITY MAIN EXAMINATIONS

2023/2024 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

**FOR DIPLOMA IN PUBLIC RELATIONS AND CREATIVE
ADVERTISING**

COURSE CODE: DPA 201

COURSE TITLE: ADVERTISING, DESIGN AND LAYOUT

DATE: 06/12/2023

TIME: 9.00 am-11.00 am

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO

TIME: 2 HOURS

Question One

- a) (i) Discuss any **five** elements of layout. 10mks
- b) A good layout should be readable. Discuss this context using relevant examples (20 Marks)

Question Two

With relevant illustrations, discuss **five** layout formats used in advertising campaign. (20mks)

Question Three

Distinguish the following disciplines as used in advertising design and layout: (20mks)

- i. Layout and advertising design
- ii. Thumbnail sketches and graphic design
- iii. Copywriting and advertising copy
- iv. Display type and body type

Question Four

- a) Define the term aesthetics as used in design solution. (2mks)
- b) Discuss any **six** components of design. (18mks)

Question Five

A well done layout eliminates arguments and misunderstanding between the advertiser and the printer in the areas of marginal connotations. Discuss (20mks)

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