MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER

SCHOOL OF ARTS, HUMANITIES, SOCIAL SCIENCES AND CREATIVE INDUSTRIES
BACHELOR OF COMMUNICATION & JOURNALISM

COURSE CODE: CMJ 4105

COURSE TITLE: GRAPHIC DESIGN

DATE: 31ST MARCH, 2022   TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

FINAL PROJECT

Design an electronic brochure for a tour firm company which operates in Maasai Mara game reserve and the south coast in Kenya, to be used in an international marketing expo.

Mark distribution:

1. Final product submitted   **(2mks)**
2. Saved in right format   **(2mks)**
3. The layout of images (at least 2) and text   **(6mks)**
4. Colour used (at most 4 colours)   **(4mks)**
5. At least one 3D shape   **(2mks)**
6. The spacing and margins used   **(2mks)**
7. Use 3 categories of type   **(3mks)**
8. Design elements used (use at least any 4 of the following): **(8mks)**
   - Line
   - Texture
   - Contrast
   - Depth perception
   - Motion
9. Incorporate any 3 of the following design principles and explain how they have been established   **(9mks)**
   - Balance
   - Rhythm

- Emphasis
- Unity

10. Justify your use of the following:
   a) Images   **(4mks)**
   b) Type and font   **(4mks)**
   c) Colour   **(8mks**)
   d) Line   **(2mks)**

11. Write a brief overview of the project highlighting:
   a) The objectives (at most 2) and how they were achieved **(6mks)**
   b) The target audience (Justify why)   **(4mks)**
   c) The design concept (justify this)   **(4mks)**

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