061006T4ICT

ICT Technician Level 6

ICT/CU/IT/CR/09/6/A

Perform Graphic Design

Nov. /Dec. 2022

THE KENYA NATIONAL EXAMINATIONS COUNCIL

WRITTEN ASSESSMENT

Time: 3 hours

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INSTRUCTIONS TO CANDIDATES

Maximum marks for each question are indicated in brackets ( ).

*This paper consists of **TWO** sections: A and B.*

Answer questions as per instructions in each section.

You are provided with a separate answer booklet.

This paper consists of 3 printed pages

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing

SECTION A (40 MARKS)
Answer all questions in this section

1. Assume you are a trainer at Sigalagala national polytechnic standing in front of the trainees, expound four Typographic tools used to create dynamic layout **(4 Marks)**

2. What are some of the Photoshop and Illustrator transformations used in designing?

   (3 Marks)

3. When designing a logo for a client; you are likely to use graphic design elements. Deliberate on any four graphic design elements you will use. **(4 Marks)**

4. Define the term fractals as used in computer graphics **(2 Marks)**

5. How are images effective in graphics design? Use two reasons to argue your case.

   (4 Marks)

6. What is motion graphics? **(2 Marks)**

7. Scale can be subjective or objective. What do the terms objective and subjective scale mean? **(2 Marks)**

8. What are complementary colours? Use an example to illustrate. **(2 Marks)**

9. Colour can be described using **THREE** attributes. Outline these three attributes?

   (3 Marks)

10. What does CMYK stand for? **(2 Marks)**

11. How does Complementary colour scheme help in creating a vibrant effect in design

    (2 Marks)

12. In your opinion what would happen if the design is Functional but not Aesthetic?

    (2 Marks)

13. How would you compare print media with electronic media while quoting one relevant example for each category? **(4 Marks)**

14. As a professional designer, what resources apart from general computers would you use? How is each equipment used? **(4 Marks)**

SECTION B (60 MARKS)
Attempt any THREE questions in this section.

15. John an ICT Technician in a designing company was consulted by   group of trainees on attachment on the Computer hardware and software requirements that they needed for them to install a graphics design application. Discuss the factors that he might have given them.

    (20 Marks)

16. a) Graphic design can be applied in many areas. Which **EIGHT** application areas of graphic design would you give? **(10 Marks)**

    b) You have been approached to build social media posts to advertise the next career fair at one of the TVET colleges. What **FIVE** tactics would you use to improve the design of such social media posts? **(10 Marks)**

17. As a graphical designer at TVET CDACC, you are required to design advertising resources like banners, business cards etc. Which basic design principles would you use in preparing for the advertising resources? **(20 Marks)**

18. You are working on a marketing campaign for a new brand of juice in Kenya. What design considerations have to be made when choosing images for this campaign? Illustrate your answer with an example. **(20 marks)**