



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
JANUARY-APRIL 2026 EXAM
EXAMINATION FOR BACHELOR OF ARTS IN COMMUNICATION
COM203 – INTRODUCTION TO WEB AND GRAPHIC DESIGN
FINAL PROJECT (60%)

DATE: THURSDAY, APRIL 2026

TIME: 2 WEEKS.

INSTRUCTIONS: Attempt all the questions

PROJECT 1 (30 marks)

Web Design Project

A fast-growing startup called “**PAC Digital**” is preparing to launch a platform that connects small businesses to digital payment solutions, micro-loans, and financial analytics tools.

The company wants a **strong digital presence** that communicates:

- Trust
- Innovation
- Simplicity
- Financial empowerment

You have been contracted as the **Lead Web & Graphic Designer** to conceptualize and develop the company’s digital identity and website prototype before launch.

Your task is to deliver a **fully integrated design solution** that demonstrates both **creative strategy** and **technical competence**.

Criteria	Marks	Details & Focus Areas
Design Principles and Innovativeness	10	Composition, Contrast, and Alignment. Effective use of White Space. Clarity and visual impact.
Typography & Readability	8	Appropriate font choices. Clear Hierarchy of text (sizes/weights). Readability for the intended format (e.g., small text on a label).

Criteria	Marks	Details & Focus Areas
Color Theory & Branding	7	Purposeful selection and application of color. Colors should support the topic/brand identity. Good color Contrast .
Technical Execution & Deliverable	5	Correct file format (e.g., Vector/PNG for logo, Print-ready PDF for poster). Correct specifications (e.g., size/aspect ratio for social media banners, inclusion of bleed for print).
Total	30	
	Marks	

PROJECT 2 (30 marks)

Graphic Design Project

Use Adobe Illustrator, InDesign, Blender, SketchUp or Photoshop to create visual assets.

A new innovation hub called “**NextGen Innovation Center**” is launching to support young entrepreneurs, startups, and technology enthusiasts. The organization wants a modern visual identity that reflects:

- i. Creativity
- ii. Technology
- iii. Growth
- iv. Opportunity

You have been hired as the **Graphic Designer** to develop professional promotional materials for the launch.

PROJECT TASKS

Task 1: Logo Design (20 Marks)

Design a **modern, scalable logo** for **NextGen Innovation Center**.

Requirements:

- Maximum of **three primary colors**
- Must work on both **light and dark backgrounds**
- Include:
 - Full-color version
 - Black-and-white version
 - Icon-only variation

Task 2-Online magazine (8 pages) (10 marks)

Create a structured layout for the magazine homepage that includes:

- Header with logo and navigation
- Featured article section
- Trending stories
- Categories

- Newsletter signup
- Footer

Explain your layout decisions using design principles such as hierarchy, balance, contrast, and alignment.

Assessment Component	Description	Marks
1. Originality	Creativity, originality, clarity, relevance to the restaurant theme, scalability, and professional presentation.	10 marks
2. Simplicity and memorability	Quality of the business card, menu, and letterhead designs. Evaluation focuses on layout balance, visual hierarchy, print-readiness, and professional formatting.	10 marks
3. Scalability	Adherence to a unified color palette, typography standards, spacing rules, and logo usage across all branding materials. Consistent look and feel across all deliverables.	5 marks
4. Relevance to innovation/technology	The design should immediately signal that the organization operates within a technology-driven environment .	5 marks