



PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES

Jan – April 2024 ASSESSMENT

FORMATIVE ASSESSMENT

Qualification / Course : Animation Digital Media Level 6

Unit of Competency : DIGITAL GRAPHICS

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO THE CANDIDATE:

- 1. Read all the instructions carefully before attempting the questions.*
- 2. This paper consists of two sections, A & B.*
- 3. You are allowed 3 Hours to Answer the questions.*
- 4. Marks for each question are indicated in brackets.*
- 5. Write your responses in the Separate Answer booklet provided.*
- 6. Do not write anything on this question paper.*

SECTION A: (40 MARKS)

Answer ALL questions in this section.

1. Define the term "Graphic Design" (2 Marks)
2. Explain THREE significances of "Graphic Design" in modern communication. (3 Marks)
3. Identify FOUR key elements of design. (4 Marks)
4. Outline FOUR key principles of design. (4 Marks)
5. Differentiate between vector graphics and raster graphics, giving examples of their application in digital design. (4 Marks)
6. Highlight FOUR roles of research in concept development for a graphic design project. (4 Marks)
7. Name THREE design parameters that influence the look and feel of a design. (3 Marks)
8. Identify FOUR ways how color schemes affect the theme of a graphic design project (4 Marks)
9. Name FOUR factors that should be considered when customizing a design layout (4 Marks)
10. Explain the difference between a sketch outline and a final sketch. (4 Marks)
11. Differentiate between vector graphics and raster graphics, providing an example of each. (4 Marks)

SECTION B: (60 MARKS)

*Answer any **THREE** questions in this section.*

12. Designing Layout Draft is crucial in design pipeline.

- a) Explain the importance of grid layout, scales, and dimensions in designing a well-structured layout draft. (10 Marks)
- b) Describe the concept of "bleeding" in graphic design and its significance in print media. (10 Marks)

13. Creating Digital Graphic is a whole process that has to be planned.

- a) Describe the process of sketch graphics digitization. (10 Marks)
- b) Explain why is typography design important in digital graphics. (10 Marks)

14. A company is launching a new product and requires a well-structured project brief for its package design.

- a) Outline the FOUR key components that should be included in the project brief. (8 Marks)
- b) Explain the importance of concept development in graphic design project. (8 Marks)
- c) Describe the TWO roles of thumbnail sketches and sketch variations in this process. (4 Marks)

15. You have been hired by a new coffee brand, "Brew Essence", to develop a brand identity. The client needs a logo, package design, and advertisement poster.

- a) Write a detailed project brief for the Brew Essence brand design. Ensure you include: (10 Marks)
 - i. Project description
 - ii. Deliverables
 - iii. Scope
 - iv. Timelines
 - v. Concept Development.
- b) Sketch TWO different thumbnail logo ideas for Brew Essence. (5 Marks)
- c) Choose one and briefly explain why it is the best option. (5 Marks)