

GRAPHIC DESIGN OBJECTIVE TEST

Answer all the questions.

Each question is followed by four options lettered **A to D**. Find the correct option for each question and shade in pencil on your answer sheet the answer space which bears the same letter as the option you have chosen. Give only one answer to each question.

Example:

In still life study, drawings are made from:

- A. imagination
- B. imitation
- C. memory
- D. observation

✓ **Correct Answer: D. observation**



QUESTIONS

1. Colours that are related due to the presence of a common hue are termed

- A. analogous
- B. complementary
- C. intermediary
- D. monochromatic

✓ **Correct Answer: A. analogous**

2. The transformation of concept into visual forms in Graphic Design begins with

- A. brainstorming
- B. camera-ready
- C. ideation
- D. thumbnail sketches

✓ **Correct Answer: C. ideation**

3. Which of these colours will stand out best on a yellow background?

- A. Blue
- B. Black
- C. Red
- D. White

✓ **Correct Answer: A. Blue**

4. For a billboard to be effective and create impact, it must

- A. be extremely large
- B. always be illustrated
- C. carry brief and clear messages

D. have good layout

✓ **Correct Answer: C. carry brief and clear messages**

5. Which of these solvents is used for thinning poster colours?

- A. Kerosene
- B. Turpentine
- C. Thinner
- D. Water

✓ **Correct Answer: D. Water**

6. One of the desirable qualities of lettering in poster design is

- A. legibility
- B. originality
- C. stability
- D. technicality

✓ **Correct Answer: A. legibility**

7. The Graphic Designer uses the computer for

- I. cropping pictures
- II. storing designs
- III. engraving designs
- IV. drawing images

- A. I, II and III only
- B. I, II and IV only
- C. I, III and IV only
- D. II, III and IV only

✓ **Correct Answer: B. I, II and IV only**



8. One outstanding characteristic of Roman letters is

- A. thick and thin strokes
- B. sans serifs
- C. slab serifs
- D. uniform strokes

✓ **Correct Answer: A. thick and thin strokes**

9. The correct order of the factors a designer considers to recover money used in producing an artwork is

- A. costing, production, advertising and marketing
- B. costing, production, display and marketing
- C. costing, production, educating and marketing

D. costing, production, pricing and marketing

✓ **Correct Answer: D. costing, production, pricing and marketing**

10. In Graphic Design, lacquer is applied over a printed surface to

A. give it a glossy finish

B. give it a bright finish

C. make the print beautiful

D. make the print permanent

✓ **Correct Answer: A. give it a glossy finish**

11. Which of these colours will complete the triad of green and orange?

A. Blue

B. Red

C. Violet

D. Yellow

✓ **Correct Answer: B. Red**



12. Another term for formal balance is

A. Asymmetrical

B. Justified

C. Symmetrical

D. Unjustified

✓ **Correct Answer: C. Symmetrical**

13. Which of the following methods is associated with the composition of letters?

A. Printing

B. Paging

C. Stitching

D. Spacing

✓ **Correct Answer: D. Spacing**

14. Identify the benefits of making a prototype before the final production of an artwork.

I. Allowing for design change

II. Getting more profit

III. Adding value to products

IV. Subjecting the product to stress

A. I and II only

B. I and III only

C. II and III only

D. I, II and IV only

✓ **Correct Answer: B. I and III only**

15. The advantage of perfect binding over other types of binding is

- A. Additional leaves can be added anytime
- B. Only small quantity of glue is used
- C. The papers used are usually cheap
- D. The sheets are easily removed

✓ **Correct Answer: B. Only small quantity of glue is used**

16. The negative space in a poster is the

- A. area that attracts the observer
- B. non-image area of work
- C. outline constructed around the text
- D. portion not covered with paint

✓ **Correct Answer: B. non-image area of work**



17. Uncontrolled marbling is a form of monoprint because

- A. kerosene alone can make colour float
- B. only oil paint is used in marbling
- C. one person can make a print at a time
- D. only one print of the pattern can be made

✓ **Correct Answer: D. only one print of the pattern can be made**

18. Which of the following printing methods would be most suitable for labelling furniture?

- A. Block
- B. Gravure
- C. Offset
- D. Stencil

✓ **Correct Answer: A. Block**

19. The accurate printing of a multicolour image depends upon correct

- A. copying
- B. cropping
- C. registration
- D. reproduction

✓ **Correct Answer: C. registration**

20. In CorelDraw, which of these options are used for editing?

- I. Eyedropper tool
- II. Pick tool
- III. Shape tool
- IV. Smart fill tool

- A. I, II and III only
- B. II and III only
- C. I, II, III and IV
- D. II and IV only

✓ **Correct Answer: B. II and III only**

21. The benefit of rubbing a piece of cloth on a poster pasted on a wall is to

- A. spread the paste well
- B. fix it flat and firm
- C. clear all fingerprints on it
- D. prevent paste from soiling the poster

✓ **Correct Answer: B. fix it flat and firm**

22. The primary objective of illustrations made in books is to

- A. decorate the pages of the book
- B. improve the quality of the text
- C. improve understanding of the text
- D. make the pages attractive

✓ **Correct Answer: C. improve understanding of the text**

23. In designing a package, the artist considers the product's

- A. colour scheme
- B. manufacturing process
- C. shape
- D. size

✓ **Correct Answer: C. shape**

24. The basic colours upon which all other colours exist are referred to as

- A. analogous colours
- B. complementary colours
- C. primary colours
- D. secondary colours

✓ **Correct Answer: C. primary colours**

25. An sable brush is best used for applying

- A. enamel paint
- B. oil paint
- C. powder colour
- D. water colour

✓ **Correct Answer: D. water colour**

26. The senses that texture stimulates are

- A. touch and taste
- B. taste and smell
- C. sight and touch
- D. sight and smell

✓ **Correct Answer: C. sight and touch**

27. To make a clear tracing on a wood block, one has to

- A. exert a lot of pressure
- B. paint the block surface white
- C. sand the block surface
- D. use a very sharp pencil

✓ **Correct Answer: C. sand the block surface**

28. The correct order of the steps in perfect binding is

- I. add cover
- II. apply adhesive
- III. collate the leaves
- IV. trim to size

- A. I, II, III and IV
- B. II, III, I and IV
- C. II, I, III and IV
- D. IV, III, I and II

✓ **Correct Answer: A. I, II, III and IV**



29. The final stage of book production is

- A. Binding
- B. Editing
- C. Printing
- D. Publishing

✓ **Correct Answer: A. Binding**

30. Diagrams 'A' and 'C' are mostly found on

- A. books and magazines
- B. computer screens and billboards
- C. packages and labels
- D. television screens and flyers

✓ **Correct Answer: C. packages and labels**

31. Diagram 'A' represents

- A. A box in a palm
- B. Catching the box
- C. Handle the box loosely
- D. Handle with care

✓ **Correct Answer: D. Handle with care**

32. Diagram 'B' best represents

- A. Two arrows moving up
- B. Two converging arrows
- C. Together we stand
- D. This way up

✓ **Correct Answer: D. This way up**

33. Diagram 'C' symbolizes

- A. an umbrella and dots
- B. a rainy day
- C. keep it dry
- D. wetting the umbrella

✓ **Correct Answer: C. keep it dry**

34. When a computer is infested by viruses, the best practice is to

- A. buy a new computer
- B. install creatively inspired software and restart
- C. install antimalware software and scan
- D. shut down the computer for some time

✓ **Correct Answer: C. install antimalware software and scan**

35. Effective management of a Graphic Design enterprise includes

- I. being attentive to marketing and promotions
- II. regular entertainment package for employees
- III. well-structuring of the enterprise
- IV. setting achievable goals

- A. I and II only
- B. II, I and IV only
- C. I, III and IV only
- D. I, II, III and IV

✓ **Correct Answer: C. I, III and IV only**



36. The graphic designer sends information to the public through the use of

- I. colours
- II. letters
- III. printing
- IV. pictures

- A. I, II and IV only
- B. II, III and IV only
- C. I and II only
- D. III and IV only

✓ **Correct Answer: A. I, II and IV only**

37. Freshly printed sheets from screen printing cannot be laid on each other because

- A. ink deposit is too heavy to dry immediately
- B. ink used creates watery consistency
- C. sheets are too light to absorb ink
- D. sheets are too heavy to stack

✓ **Correct Answer: A. ink deposit is too heavy to dry immediately**

38. In screen printing, the design is repeated in alternate spaces to

- A. allow the squeegee to dry thoroughly
- B. ensure that the designs are well registered
- C. prevent the screen from picking wet paste
- D. test for pinholes during printing

✓ **Correct Answer: B. ensure that the designs are well registered**

39. Statements related to advertisement on graphic products include

- I. Buying products on hire-purchase
- II. Displaying products on shelves
- III. Making announcements about new products
- IV. Producing packages for products

- A. I, II and III only
- B. I and IV only
- C. II and IV only
- D. II, III and IV only

✓ **Correct Answer: D. II, III and IV only**



40. The main reason for applying registration marks in printing is to

- A. ensure accurate colour alignment
- B. speed up printing
- C. decorate the page

D. reduce ink wastage

✓ **Correct Answer: A. ensure accurate colour alignment**

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PAPER 2 — ESSAY

Duration: 2 hours

Total marks: 90

Instructions: Answer **four** questions only. All questions carry equal marks (15 marks each). Credit will be given for clarity of expression and orderly presentation of material.

Note: I corrected the total marks to **90** (6 questions × 15 marks) because the sub-part markings in the original add up to 15 per question.



1.

(a) Explain the term *pricing* as it applies in Graphic Design. **[3 marks]**

Model answer (3 marks):

Pricing in graphic design is the process of determining the monetary value charged for design products or services (e.g., logo design, posters, branding packages). It reflects the cost of production, designer skill/time, overheads, market demand and perceived value to the client. A clear price communicates scope, rights (usage/license) and payment terms.

(b) Identify and discuss any four pricing systems that determine the value of a product. **[12 marks]**

Model answer (12 marks — 3 marks each):

1. Cost-plus pricing

- *Description:* Price = total costs (materials, labour, overhead) + a markup/profit margin.
- *Comment:* Ensures costs are covered and gives predictable margin; common for print runs and production work.
- *(Marks: 3)*

2. Value-based (perceived-value) pricing

- *Description:* Price set according to the perceived benefit or value to the client (brand impact, revenue uplift).
- *Comment:* Can command higher fees for strategic work (brand identity); requires strong justification and evidence of value.
- *(Marks: 3)*

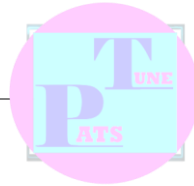
3. Competitive (market) pricing

- *Description:* Prices set relative to what competitors charge for similar services.

- *Comment:* Useful in saturated markets; may require differentiation to avoid a race to the bottom.
- (Marks: 3)

4. Time & materials / hourly pricing

- *Description:* Client billed for actual hours worked plus materials/production costs. Sometimes combined with daily or project rates.
- *Comment:* Transparent for projects with uncertain scope; can be less attractive to clients who prefer fixed budgets.
- (Marks: 3)



2.

(a) Explain the term *poster design* as it applies in Graphic Design. [3 marks]

Model answer (3 marks):

Poster design is the creation of a printed or digital sheet combining imagery, typography and layout to communicate a focused message quickly to an audience — for advertising, information, warning, events, or public service.

(b) Identify and describe four ways poster designs were useful during the global outbreak of the COVID-19 pandemic. [12 marks]

Model answer (12 marks — 3 marks each):

1. Public-health information dissemination

- Posters communicated symptoms, testing locations, and helpline numbers in public spaces, reaching broad audiences quickly.

2. Behaviour-change prompts

- Posters instructed and reminded people to wash hands, wear masks, and keep physical distance — simple visuals + short text increased compliance.

3. Myth-busting and guidance

- Designed posters clarified false claims (e.g., “vaccines do X”) and provided accurate steps (isolation rules), helping reduce misinformation.

4. Vaccination awareness and logistics

- Posters announced vaccination schedules, eligibility, and sites; they reduced confusion and encouraged uptake through clear calls to action.

3.

(a) Suggest two binding methods suitable for binding a notepad intended to serve as a company’s souvenir. [2 marks]

Model answer (2 marks):

- **Spiral (wire-o) binding**

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- **Saddle-stitching (stapled) or glued (perfect) block for small notepads**
(Accept any two appropriate methods.)

(b) Systematically describe how any one of the binding methods suggested in 3(a) can be executed. Support your presentation with illustrations. **[13 marks]**

Model answer (13 marks): (*Using spiral (wire-o) binding — stepwise explanation; where an illustration is required, a clear labelled diagram would normally be shown beside each step.*)

1. Materials & tools (1 mark)

- Notepad leaves printed and collated, cover board or cardstock, spiral wire or plastic coil, hole punch (comb/spiral punch), wire crimping pliers, guillotine/trimmer.

2. Prepare and collate pages (2 marks)

- Arrange pages in correct order; ensure bleeds and margins aligned; press stack flat; trim to final size with guillotine.

3. Measure and choose coil size (1 mark)

- Select coil diameter matching paper thickness (e.g., 6 mm for ~40–50 sheets).

4. Punch holes (3 marks)

- Use a spiral/comb punching machine: align stack, punch evenly along binding edge (spacing consistent). Ensure punch pattern matches coil pitch.

5. Insert coil (2 marks)

- Feed the coil through the punched holes from top to bottom in a single pass, rotating coil if using a machine; ensure coil extends slightly beyond both ends.

6. Crimp and finish (2 marks)

- Bend and crimp the coil ends with pliers to prevent unraveling; optionally add metal stops or caps. Ensure pages turn freely.

7. Quality check & packaging (2 marks)

- Check page alignment, secure cover, check that the coil is secure and the notepad opens/closes smoothly; apply any branding sticker or shrink wrap.

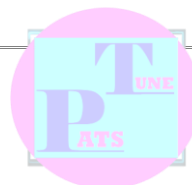
(If illustrations were required: include a simple diagram showing — A. punched edge, B. coil insertion, C. crimped ends — labelled steps.)

4.

(a) Explain the concept *colour wheel*. **[3 marks]**

Model answer (3 marks):

The colour wheel is a circular arrangement of colours showing relationships among primary,



secondary and tertiary hues. It helps designers understand harmony, contrast and mixing (e.g., which colours are complementary, analogous or triadic).

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(b) Using a pair of compasses and other assisting tools, draw the 12-point colour wheel and indicate the colours in each segment. **[8 marks]**

Model answer (8 marks — procedural + labels):

How to draw & label (marks awarded for correct procedure and correct 12 labels):

1. Draw a circle with compass; mark center. (1 mark)
2. Use protractor to divide the circle into 12 equal 30° segments. (1 mark)
3. Starting at top (12 o'clock), place **Primary** colours at every fourth segment: **Red (R)**, **Yellow (Y)**, **Blue (B)**. (1 mark)
4. Place **Secondary** colours (mixes of primaries) between primaries: **Orange (R+Y)**, **Green (Y+B)**, **Violet/Purple (B+R)**. (1 mark)
5. Fill the 6 **tertiary** segments (between each primary and adjacent secondary) with: **Red-Orange**, **Yellow-Orange**, **Yellow-Green**, **Blue-Green**, **Blue-Violet**, **Red-Violet**. (3 marks for correct naming of all 6)

(c) From 4(b) above, identify two examples of each of the following colours:

(i) Analogous; (ii) Complementary. **[4 marks]**

Model answer (4 marks — 2 marks each pair):

- **Analogous (two examples):**

1. Red, Red-Orange, Orange.
2. Blue, Blue-Green, Green.

- **Complementary (two examples):**

1. Red ↔ Green.
2. Blue ↔ Orange.



5.

Describe the following steps in developing a screen using the **photographic method**:

(a) preparation of the solution; **[3 marks]**

Model answer (3 marks):

- Prepare the light-sensitive emulsion (a photo emulsion or diazo sensitizer mixed with binder) under safe (yellow) light. Measure and mix per manufacturer's instructions — typically combine emulsion concentrate and sensitizer, stir gently to avoid air bubbles, and warm slightly if recommended. Store the mixed emulsion in a light-tight container until coating.

(b) coating the screen; **[5 marks]**

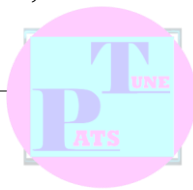
Model answer (5 marks):

1. Secure a clean, degreased screen frame.
2. Pour a controlled amount of emulsion at one end of the mesh.
3. Using a scoop coater or squeegee, pull a smooth, even coat across the mesh in one or more passes (apply same side twice if needed for opacity).
4. Dry the coated screen in a dark, dust-free environment (horizontal or slightly tilted) at recommended temperature/humidity until tack-free. Ensure no light exposure during drying.

(c) developing the screen. [7 marks]

Model answer (7 marks):

1. **Expose:** Place a positive film (opaque areas block light) in contact with the coated screen and expose to a UV light source for the recommended time (determined by mesh, emulsion, lamp strength). (2 marks)
2. **Washout:** After exposure, spray the screen with a gentle water wash (hose or spray gun). Unexposed emulsion (the image areas) will wash away, leaving the stencil on the mesh; continue until details are clear. (2 marks)
3. **Dry & post-expose:** Let the screen dry completely, then post-expose (optional) to harden the emulsion further and improve durability. (1 mark)
4. **Block pinholes / check:** Inspect and fill small pinholes with blockout or tape; make any touchups. (1 mark)
5. **Cure & store:** Allow final cure; store screen vertically in a clean area until printing. (1 mark)



6.

(a) Explain the term *typeface* as it applies in Graphic Design. [3 marks]

Model answer (3 marks):

A typeface is a family of related letterforms (design of characters) sharing common visual features (e.g., Garamond, Helvetica). A typeface includes variations such as weights (bold), styles (italic), and widths. It is distinct from a font (which historically referred to a specific weight/size).

(b) Discuss four factors to consider when selecting a typeface for a graphic design project. [12 marks]

Model answer (12 marks — 3 marks each):

1. Readability & legibility (3 marks)

- Ensure the typeface is easy to read at intended size and distance (serif vs sans-serif, x-height, letter spacing). For body text choose legible text faces; for headlines, display fonts may be used.

2. Purpose & brand voice (3 marks)

- Typeface must reflect the project's tone and the client's brand identity (e.g., formal/serious vs playful/creative). Consistency with brand guidelines is essential.

3. Medium & technical constraints (3 marks)

- Consider whether output is print, screen, billboard or small labels. Some fonts render poorly on low-resolution screens; others require embedding/licensing for web/print.

4. Hierarchy and flexibility (weights, styles, multilingual support) (3 marks)

- Choose a family with multiple weights and italics for typographic hierarchy; check character set for accents and other languages; ensure there is a bold/condensed/expanded variant if layout needs it.

END OF PAPER 2 — ESSAY

