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COMPUTER-AIDED GRAPHICS DESIGNING

INSTRUCTIONS

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Fireworks or other approved graphics software
Duration: 4 Hours
Total Marks: 100 Marks

NOTE

1. **Attempt ONLY ONE (1) question** from the questions provided.
2. Read the selected question carefully before beginning your work.
3. You may use **Adobe Illustrator, Photoshop, InDesign, Fireworks**, or a combination of the approved applications.
4. All artwork must be your **own original design**.
5. Use appropriate:
    - Typography
    - Colour
    - Images
    - Shapes
    - Vector graphics
    - Effects
    - Alignment
    - Composition
6. Maintain proper file organization.
7. Save the editable/source file and export the final design in **PDF, JPG or PNG**, as appropriate.
8. The final publication should be suitable for its intended purpose and professionally presented.

QUESTION 1: CALENDAR DESIGN

Design a professional **2027 Calendar** for a business, organization, school, NGO, church, company or community organization of your choice.

The calendar should include:

- Organization/business name
- Logo
- Slogan
- January–December 2027
- Correct dates and days
- At least six important events
- Contact information
- Address
- Website/social media information
- Appropriate photographs or illustrations

Design Requirements

The design must demonstrate:

- Professional page composition
- Effective typography
- Appropriate colour scheme
- Image manipulation
- Vector graphics
- Proper alignment
- Consistent design throughout the calendar
- High-quality images
- Print-ready layout

Recommended size: A3 or A4

Submission: Editable source file + PDF/JPG

QUESTION 2: EVENT POSTER

Design a professional promotional **poster** for an event of your choice.

Examples:

- Music concert
- Sports event
- Business conference
- Career exhibition
- Fashion show
- Fundraising event
- Cultural festival
- Technology exhibition
- Educational workshop

The poster must contain:

- Event name
- Main theme
- Date
- Time
- Venue
- Organizer
- Main activities
- Contact information
- Relevant photographs/illustrations
- Logo or branding
- Strong call-to-action

Example:

REGISTER TODAY!

DON'T MISS OUT!

Design Requirements

Use professional:

- Typography
- Image editing
- Vector shapes
- Background effects
- Colour combinations

- Visual hierarchy
- Alignment
- Composition

Recommended size: A2 or A3

Submission: Editable source file + PDF/JPG

QUESTION 3: LOGO & BRAND IDENTITY

Create a complete **brand identity** for a fictional company or organization of your choice.

You must design an original logo for the organization.

The logo should include:

- Company/organization name
- Symbol/icon
- Appropriate typography
- Appropriate colour scheme
- Professional concept

In addition to the logo, create:

1. Business card
2. Letterhead
3. Envelope or social-media profile graphic

Prepare a simple **brand presentation sheet** showing:

- Full-colour logo
- Black-and-white logo
- Logo symbol
- Main colours
- Font/typeface used
- Brief explanation of the logo concept

Requirements

The logo must be:

- Original
- Simple
- Memorable
- Scalable
- Professionally designed
- Suitable for both print and digital use

Submission: Editable Illustrator file + PDF/PNG

QUESTION 4: PROMOTIONAL FLYER

Design a professional **one-page promotional flyer** for a product, service, company or campaign of your choice.

The flyer must include:

- Organization/business name
- Main headline
- Promotional message
- Product/service description
- At least five features or benefits
- Relevant images
- Price or offer, where applicable
- Contact information
- Location
- Website/social media
- Call-to-action
- Logo

Example

SPECIAL OFFER

50% OFF ALL WEB DESIGN SERVICES

Limited Time Offer

CALL NOW!

Design Requirements

Demonstrate:

- Image editing
- Background removal
- Typography
- Vector graphics
- Colour management
- Creative composition
- Professional layout

Recommended size: A4

Submission: Editable source file + PDF/JPG

QUESTION 5: PRODUCT CATALOGUE

Design a professional **product catalogue** for a fictional company.

The catalogue should contain **at least 8 products**.

Examples:

- Clothing
- Electronics
- Furniture
- Cosmetics
- Computers
- Mobile phones
- Food products
- Construction materials

The catalogue must include:

Cover Page

- Company name
- Logo
- Catalogue title
- Attractive main image
- Contact information

Product Pages

For each product, include:

- Product name
- Product photograph
- Description
- Features
- Price
- Product code
- Contact/order information

Final Page

Include:

- Company information
- Address
- Telephone
- Email
- Website
- Social media

Requirements

Demonstrate:

- Multi-page document design
- Image editing
- Page layout
- Typography
- Grids
- Consistency
- Professional product presentation

Recommended software: Adobe InDesign + Photoshop/Illustrator

Submission: Editable source files + PDF

QUESTION 6: BILLBOARD DESIGN

Design a large-format **advertising billboard** for a company, product, service or event of your choice.

The billboard should communicate its message clearly within a few seconds.

Include:

- Brand/company name
- Logo
- Main headline
- Main advertising message
- Product/service image
- Short supporting message
- Telephone number
- Website
- Social media, where appropriate
- Strong call-to-action

Design Requirements

The billboard should:

- Have minimal but powerful text.
- Use large readable typography.
- Have strong visual impact.
- Use high-quality images.
- Have excellent contrast.
- Maintain proper composition.
- Be suitable for large-format printing.

Suggested size: 1200 × 600 cm or another realistic billboard proportion.

Submission: Editable source file + print-ready PDF.

QUESTION 7: MAGAZINE COVER

Design a professional **magazine cover** for a fictional magazine.

Choose a suitable theme, such as:

- Technology
- Business
- Fashion
- Sports
- Education
- Travel
- Entertainment
- Photography

The cover must include:

- Magazine name/logo
- Main photograph
- Main headline
- At least three supporting headlines
- Issue number
- Date
- Price
- Barcode
- Website/social media
- Appropriate graphic elements

Requirements

Demonstrate:

- Professional typography
- Image retouching
- Colour correction
- Layer management
- Page composition
- Visual hierarchy
- Professional magazine layout

Recommended size: A4

Submission: Editable source file + PDF/JPG

END