



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND TECHNOLOGY EDUCATION
DEPARTMENT OF ART DESIGN AND TECHNOLOGY EDUCATION

MASTER OF DESIGN TECHNOLOGY EDUCATION IN APPLIED ART AND DESIGN

COURSE: DIGITAL DESIGN

COURSE CODE: PDT 6123

Main Examination Paper (Computer Laboratory)
November 2024

This examination paper consists of 3 pages

Time Allowed : 4 hours

Total Marks : 100

Special Requirements:
-Computers to be loaded with CorelDraw7 software
-Blank Compact Disks (CDs) for each candidate
-A4 size bond paper.

Examiner's Name : Mr Z Sibanda

INSTRUCTIONS

- 1) Answer **ALL** questions in **Section A** and **ONE** question **Section B**.
- 2) During the first **15** minutes of the examination, candidates who wish to download images from the internet will be allowed access to the internet.
- 3) All images downloaded from the internet should be declared to the invigilator.
- 4) After the first **15 minutes** of the examination, no computer in the examination room should be connected to the internet.
- 5) The designs produced in this examination should be copied to a Compact Disc (CD) that should be clearly marked with the candidate's number on a visible part of the CD (save file as CorelDraw7 and JPEG or PDF).

MARK ALLOCATION

QUESTION	MARKS
Section A	
1.	25
2.	25
Section B	
3.	50
4.	50
TOTAL	100

SECTION A

QUESTION 1 (30 minutes- further instructions from the invigilator)

- a) Analyse the role of conceptual thinking in digital illustration. [4 Marks]
- b) Explain how to effectively communicate information through data visualisation. [6 Marks]
- c) Discuss the importance of negative space in digital art composition. [8 marks]
- d) Explain process to follow when creating effective balance and symmetry in digital art. [7 Marks]

QUESTION 2

Using CorelDraw 7 Software:

- a. Re-design this ZB Bank logo and place it on an ATM Card.

[8 marks]



- b. Re-design this Telcel logo and place on a cell phone sim-card. [8 marks]



- c. Re-design this Itel logo and place it on one of its latest phones.

[9 marks]



SECTION B (*Answer ONE Question- further instructions from the invigilator*)

QUESTION 3

Situation

There are a lot of mishaps associated with the summer rainy season such as floods, lightning strikes, drowning and people being swept by rivers. All these result in increased numbers of loss of life of people, animal and plants. The Civil Protection Unit sponsored by Red Cross is to come up with a Digital Billboard design for the campaign in order to curb the loss of life during the rainy season. Posters incorporating the necessary information on the precautions to be taken during the season are also to be spread electronically. As a Graphic designer do the following tasks:

Task:

- (i) Design a **digital billboard** in full colour giving precautions on how to curb the loss of life during the rainy season. **(25 marks)**
- (ii) Design a **Digital poster** incorporating the necessary information on the precautions to be taken during the season. **(15 marks)**
- (iii) A **report** of not more than **200** words explaining your designs in (i) and (ii) above and how they meet the needs of the client. **(10 marks)**

QUESTION 4

Situation

Bulawayo Province is facing a serious water shortage problem. The Bulawayo City Council, sponsored by UNICEF, is to come up with a digital billboard and pamphlet to encourage its residents to preserve water. As a Graphic Product designer do the following tasks:

Task:

- (i) Design a **digital billboard** in full colour encouraging its residents the preserve water. **[25 marks]**
- (ii) Design a **pamphlet** incorporating critical information about benefits of preserving water. **[15 marks]**
- (iii) Write a **report** of not more than **200** words explaining your designs in (i) and (ii) above and how they meet the needs of the client. **[10 marks]**