

**FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA**  
**SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY**  
**DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY**  
**(MEDIA OPTION)**  
**1<sup>ST</sup> SEMESTER 2017/2018 EXAMINATION**

**COURSE CODE:** MT 433  
**COURSE TITLE:** PRINCIPLES OF LAYOUT AND DESIGNS  
**CREDIT UNITS:** 2  
**TIME ALLOWED:** 2 HOURS  
**COURSE LECTURER(S):** MR. C.F. ESSIEN  
**NUMBER OF QUESTIONS:** 4  
**NUMBER OF PAGES:** 2

**INSTRUCTIONS**

- Answer all questions
- Do **not** use red pen
- Please use a clear handwriting
- This exam is closed book, closed notes, closed laptop and closed cell phone
- Please use non-programmable calculators only



1. Whether designing for an individual, a small business, or a large corporation, the designer brings a degree of art, craft intelligence, and intuition to every project. <sup>5 mks</sup> State and <sup>10 mks</sup> discussion five design principles that could enhance your project. — 15 mks
2. Graphic design (the art of conveying messages) has always been a part of us, even as far back as the early cave paintings of approximately 16,000 years ago. To achieve the best result in designs, different stages of layout planning are important. <sup>5 mks</sup> What is graphic design and what are the <sup>10 mks</sup> stages of layout planning? — 15 mks
3. Write note on the following:
  - i) Press layout
  - ii) Page layout
  - iii) Cover layout
  - iv) Dummy
  - v) Story board } 3 mks each = 15 mks
4. It is important that the designer understands the content when making decisions about the design elements. <sup>7.5 mks</sup> State five elements and their <sup>7.5 mks</sup> functions in designs and publication. — 15 mks