

CHRISTIAN SOCIAL SERVICES COMMISSION (CSSC)
NORTHERN ZONE JOINT EXAMINATIONS SYNDICATE (NZ-JES)



FORM TWO PRE-NATIONAL ASSESSMENT AUG 2025

GRAPHIC AND DESIGN

PRACTICAL

MARKING SCHEME

1. LOGO DESIGN (10 MARKS)

Requirements Checklist:

Requirement	Description
a. Restaurant Name	Must include: MAKOTA Restaurant
	Include imagery or symbols that represent:
b. Reflect Food and Drinks	- Fried Chicken - Chicken Soup - Soft Drinks (e.g. soda bottle, sugarcane glass, milk cup)
c. Vector Graphic	Design in a 1:1 square ratio , suitable for scalable use (social media, business cards, etc.)

Requirement	Description
d. File Type	Save/export as .SVG or .AI for scalability

Design Tips:

- Use **iconic symbols** like a chicken drumstick, steaming bowl, soda bottle or straw.
- Typography: Use bold, readable, and **warm fonts** (something food-related or slightly rustic).
- Consider surrounding the name with a **badge or circular frame** to keep it clean and versatile.
- Keep it **simple** but **recognizable**.

2. Flyer design

Specifications:

Element

Size: A4 (8.3 × 11.7 inches)

Orientation: Portrait (preferred) or Landscape

Colors

: Use mainly **Yellow**, **Green**, and **Maroon**

Style: **Attractive and Creative** with images, icons, and well-organized layout

Format: Print-ready (PDF or high-resolution PNG), 300 dpi

Flyer Content Checklist:

2. Restaurant Name:

Prominently displayed: **MAKOTA Restaurant**

3. **Food & Drinks Offered:**

- Chicken Soup
- Roasted Chicken
- Fried Chicken
- Sodas, Sugarcane Juice, Yoghurt, Milk

4. **Slogan/Headline Suggestion** (Optional but Recommended):

1. *"Taste the Tradition – Best Chicken in Town!"*

5. **Visual Appeal:**

Use images of:

- Steaming soup bowl
- Grilled chicken
- Cold drinks
- Happy people eating (optional)

6. Add **vector icons** (phone, location, website, food icons)

7. **Contact Information:**

1. Phone Number: **(Insert sample: e.g., +255 712 345 678)**
2. Website: **www.kukumtamu.co.tz**
3. Location: **Near Bus Stand, Arusha City**

Design Tips:

- Use **bold headings, sections, and iconography** for quick reading.
- Highlight key offers with **colored shapes or banners** (e.g., "Best in Town").
- Keep the **top 1/3** of the flyer visually strong (logo, headline, hero image).
- Balance text and images so flyer isn't overcrowded.
- Ensure color contrast: yellow background + maroon text for titles, green for highlights.

2: Design an Educational Poster Based on a Health Theme (20 marks)

Task:

Using CAD software, create an **A3 educational poster** on the theme: "**Healthy Eating for Teens.**" The poster should include text, images, color, and follow layout principles.

Expected Answer/Assessment Criteria:

- **Layout:** Clear structure (headline, subheadings, image placement)
- **Typography:** Use of legible fonts with hierarchy (e.g., title, subtitle, body)
- **Color:** Bright, appealing palette (e.g., greens, oranges)
- **Images:** Photos or illustrations of healthy foods
- **Design Principles:** Balance, alignment, readability

Explanation:

Photoshop is best suited for raster image editing and poster design. This question assesses layout planning, image editing, **typographic skills**, and understanding of visual communication for education