

CHRISTIAN SOCIAL SERVICES COMMISSION (CSSC)
NORTHERN ZONE JOINT EXAMINATION SYNDICATES (NZ-JES)



FORM TWO PRE- NATIONAL EXAMINATION 01/09/ 2026

GRAPHIC DESIGN 1 (SET 2).

MARKING SCHEME 2.

SECTION A: MULTIPLE CHOICE (10 Marks)

1. Choose the correct answer (1 mark each)

i	ii	iii	iv	v	vi	vii	viii	ix	x
C	C	B	B	D	A	D	B	A	B

2. Matching Items (5 Marks)

COLUMN A	i	ii	iii	iv	v
COLUMN B	D	A	B	C	E

QUESTION 3 (10 Marks)

Explain five studio safety practices that should be followed when working in a graphic design studio.

Marking Instruction

Award 2 marks for each correctly explained practice:

- **1 mark** for identifying the correct safety practice.
- **1 mark** for giving a correct explanation that shows its importance or application.
- Maximum: **10 marks (5 × 2 marks)**.

Expected Responses

1. Keeping the studio clean and tidy (2 marks)

- Identifies cleanliness as a safety practice. **(1 mark)**
- Explains that tools, papers and other materials should be properly arranged to prevent accidents such as slipping, falling or damaging equipment. **(1 mark)**

2. Using electrical equipment safely (2 marks)

- Identifies safe use of electrical equipment. **(1 mark)**
- Explains that computers, printers and extension cables should be checked before use, switched off after use and faulty equipment reported immediately to prevent electric shock or fire. **(1 mark)**

3. Observing fire safety procedures (2 marks)

- Identifies fire safety measures. **(1 mark)**
- Explains that learners should know emergency exits, raise the alarm when fire occurs and use the correct fire extinguisher where appropriate to reduce damage and injuries. **(1 mark)**

4. Handling tools and materials properly (2 marks)

- Identifies proper handling of studio tools and materials. **(1 mark)**
- Explains that cutting tools, adhesives, paints and other materials should be used according to instructions and stored safely after use to avoid injuries. **(1 mark)**

5. Wearing appropriate protective equipment (2 marks)

- Identifies the use of protective equipment. **(1 mark)**
- Explains that items such as gloves, masks or aprons should be worn when working with chemicals, paints or cutting tools to reduce the risk of injury or exposure to harmful substances. **(1 mark)**

Accept any other relevant safety practices such as:

- Reporting damaged equipment immediately.
- Avoiding food and drinks near computers.
- Keeping emergency exits clear.
- Proper storage of chemicals.
- Following studio rules and instructions.

Any acceptable response should be marked according to the **2-mark criterion (1 identification + 1 explanation)**.

QUESTION 4 (10 Marks)

A company wants to introduce a new fruit juice. Describe how you would apply the following design principles in creating its advertisement. (2 marks each)

Marking Instruction

Award 2 marks for each part:

- **1 mark** for correctly identifying how the design principle is applied.
- **1 mark** for describing how it improves the advertisement.

(a) Colour Theory (2 Marks)

Expected response

- Select colours that reflect the flavors and freshness of the fruit juice, such as orange, yellow, green or red depending on the fruit. **(1 mark)**
- Explain that suitable colour combinations attract customers, create the desired mood and strengthen product identity. **(1 mark)**

(b) Typography (2 Marks)

Expected response

- Use clear, attractive and readable fonts for the product name, slogan and important information. **(1 mark)**
- Explain that suitable typography improves readability and attracts attention to key information. **(1 mark)**

(c) Visual Balance (2 Marks)

Expected response

- Arrange photographs, text and logo so that no part of the advertisement appears overcrowded or heavier than another. **(1 mark)**
- Explain that balanced elements make the advertisement attractive, stable and easy to understand. **(1 mark)**

(d) Space (2 Marks)

Expected response

- Leave adequate empty space between text, images and other graphic elements. **(1 mark)**
- Explain that proper spacing improves readability, avoids clutter and directs viewers' attention to important information. **(1 mark)**

(e) Digital Image Editing (2 Marks)

Expected response

- Edit product photographs by adjusting colour, brightness, contrast, removing unwanted backgrounds or improving image quality. **(1 mark)**
- Explain that image editing produces professional and appealing visuals that attract customers. **(1 mark)**

QUESTION 5 (10 Marks)

(i) Describe the three stages of producing digital illustrations. (6 Marks)

Marking Instruction

Award **2 marks for each stage**:

- **1 mark** for correctly identifying the stage.
- **1 mark** for describing activities carried out during that stage.

(a) Pre-production (2 Marks)

Expected response

- Identify pre-production as the planning stage. **(1 mark)**
- Describe activities such as identifying client requirements, conducting research, collecting reference materials, brainstorming ideas and producing preliminary sketches before beginning computer work. **(1 mark)**

(b) Production (2 Marks)

Expected response

- Identify production as the stage where the artwork is created. **(1 mark)**
- Describe activities such as drawing, tracing, colouring, creating vector illustrations, arranging objects and applying effects using graphic design software. **(1 mark)**

(c) Post-production (2 Marks)

Expected response

- Identify post-production as the finishing stage. **(1 mark)**

- Describe activities such as proofreading, correcting errors, exporting files, printing, presenting the design or preparing artwork for publication. **(1 mark)**

(ii) Give two practical activities carried out at each stage. (4 Marks)

Marking Instruction

Award ½ **mark for each correct activity.**

Expected responses

Pre-production

- Researching
- Brainstorming
- Sketching
- Preparing mood boards
- Collecting reference images

(Any two)

Production

- Drawing illustrations
- Tracing
- Colouring
- Applying gradients
- Creating vector graphics
- Editing images

(Any two)

Post-production

- Proofreading

- Exporting files
- Printing
- Saving artwork
- Client presentation
- Packaging final files

(Any two)

QUESTION 6 (10 Marks)

Analyze the importance of layouts and compositions in graphic communication. Include five points supported with examples.

Marking Instruction

Award 2 marks for each correctly analyzed point:

- **1 mark** for identifying the importance.
- **1 mark** for supporting it with a relevant explanation for example.

Expected responses (Any Five)

1. Improves communication

Layout arranges information logically, making the intended message easy to understand.

Example: A poster places the headline at the top so viewers read it first.

2. Creates visual hierarchy

Important information is emphasized using size, position or colour.

Example: The product name appears larger than other text.

3. Improves readability

Well-organized text and images make information easier to read.

Example: Adequate spacing between paragraphs improves reading.

4. Attracts attention

Good composition makes the design visually appealing.

Example: A colorful package displayed on a supermarket shelf attracts buyers.

5. Creates balance

Objects are arranged to achieve visual stability.

Example: Images and text are evenly distributed on a brochure.

6. Strengthens brand identity

Consistent layout helps customers recognize the company.

7. Directs viewers' eyes

Composition guides the viewer from the main heading to supporting information.

Accept any other relevant analyzed points.

QUESTION 7 (10 Marks)

A package designer has produced two package designs for the same product. What are five factors that should be considered before selecting the best package for production?

Marking Instruction

Award 2 marks for each factor:

- **1 mark** for identifying the factor.
- **1 mark** for explaining why it is important.

Expected responses (Any Five)

1. Product protection

The package should protect the product from damage, moisture and contamination.

2. Attractive appearance

The design should attract customers and encourage purchase.

3. Cost of production

The package should be affordable to produce without reducing quality.

4. Suitability for the target market

The package should match customer preferences, age group and market needs.

5. Ease of handling

The package should be easy to carry, store and transport.

6. Durability

It should withstand handling during transportation and storage.

7. Environmental friendliness

Materials should be recyclable or environmentally safe.

8. Information provided

The package should clearly display product name, ingredients, expiry date, manufacturer details and instructions.

9. Branding effectiveness

The package should clearly communicate the company's identity.

Accept any other relevant factors.

QUESTION 8 (10 Marks)

You have been assigned to design a package for a new coffee product. Outline the steps you would follow from sketching to producing the final presentation mock-up.

Marking Instruction

Award 2 marks for each correctly outlined step:

- **1 mark** for identifying the step.
- **1 mark** for outlining what is done during that step.

- Expected responses

1. Produce preliminary sketches

Develop several rough ideas showing different package concepts.

2. Select the best concept

Evaluate sketches and choose the most suitable design.

3. Create the digital artwork

Use graphic design software to produce the final package design.

4. Edit and refine the design

Correct errors, adjust colours, typography, spacing and images.

5. Produce the presentation mock-up

Print or construct a three-dimensional model showing how the final package will appear.

QUESTION 9 (10 Marks)

Designers use presentations to communicate ideas to clients. Describe five qualities of an effective graphic design presentation.

Marking Instruction

Award **2 marks for each quality**:

- **1 mark** for identifying the quality.
- **1 mark** for describing how it contributes to an effective presentation.

Expected responses (Any Five)

1. Clear organization

Information is arranged in a logical sequence.

2. Professional appearance

Designs are neat, clean and well prepared.

3. Good visual quality

Images are sharp, colours are appropriate and graphics are attractive.

4. Readability

Fonts are easy to read and information is clearly presented.

5. Consistency

Colours, fonts and layouts remain uniform throughout the presentation.

6. Accurate information

All labels, measurements and product details are correct.

7. Confidence during presentation

The designer explains ideas clearly and answers questions appropriately.

8. Appropriate use of visual aids

Mock-ups, samples and digital slides support understanding.

Accept any other relevant qualities.

QUESTION 10 (15 Marks)

A local company intends to launch a new organic honey product. As a graphic designer, prepare a detailed proposal explaining how you would produce the complete package design from the initial idea to the final presentation.

Proposal for Designing the Packaging of a New Organic Honey Product

Introduction

The aim of this project is to create an attractive, functional, and marketable package design for a new organic honey product. The package should communicate the product's natural quality, appeal to the target market, and comply with branding and packaging requirements. The production process will follow professional graphic design practices from concept development to the final presentation.

1. Research and Concept Development

The project will begin with research to understand:

- The target market (health-conscious consumers and families).
- Competitor packaging designs.
- Organic and eco-friendly design trends.
- Packaging materials suitable for food products.

Several rough sketches and mood boards will be created to generate ideas before selecting the strongest concept.

2. Maintaining Studio Safety During Production

Throughout the design process, studio safety will be maintained by:

- Keeping the workspace clean and free from clutter.
- Using computers and electrical equipment correctly to avoid accidents.
- Ensuring proper lighting and ventilation.
- Following ergonomic practices to reduce eye strain and back pain.
- Handling cutting tools and printers carefully.
- Backing up digital files regularly to prevent data loss.
- Following health and safety guidelines when using printing equipment and adhesives.

3. Application of Colour Theory

Colour selection will reflect the natural and organic qualities of the honey product.

The colour palette will include:

- **Golden yellow** to represent pure honey.
- **Warm brown** to symbolize nature and wooden beehives.
- **Green** to communicate organic farming and environmental sustainability.

- **White or cream** for cleanliness, simplicity, and readability.

Colour harmony will be achieved using analogous and complementary colour combinations to create an attractive and balanced appearance while ensuring strong visual contrast for important information.

4. Selection of Typography

Typography will reinforce the product's identity.

The design will use:

- A decorative or handwritten font for the product name to create a natural and authentic feel.
- A clean sans-serif font for nutritional information and product details to improve readability.
- Consistent font sizes and hierarchy for headings, subheadings, and body text.
- Limited font families (two or three) to maintain a professional appearance.

5. Use of Balance and Space

The package layout will apply design principles such as:

- Symmetrical balance for a stable and trustworthy appearance.
- Proper alignment of text and images.
- Adequate white space to prevent overcrowding.
- Clear visual hierarchy so customers can quickly identify the product name, logo, and key information.
- Balanced placement of branding elements and mandatory product information.

6. Production of Digital Illustrations

Custom digital illustrations will be created using graphic design software such as Adobe Illustrator or CorelDRAW.

Illustrations may include:

- Honeycomb patterns.
- Bees and flowers.
- Natural leaves and branches.
- A honey dipper with flowing honey.
- Organic-themed decorative elements.

Vector illustrations will be used to ensure high-quality printing at any size.

7. Layout and Composition

The package design will include:

Front Panel

- Company logo.
- Product name.
- Organic certification symbol.
- Attractive honey illustration.
- Net weight.

Side Panels

- Nutritional information.
- Ingredients.
- Storage instructions.
- Barcode.

Back Panel

- Brand story.
- Manufacturer's contact information.

- Expiry date and batch number.
- Recycling information.

The composition will ensure all elements are visually balanced, easy to read, and consistent with the overall brand identity.

8. Digital Production

The final artwork will be produced by:

- Creating vector graphics.
- Using high-resolution images (300 dpi).
- Setting correct CMYK colour mode for printing.
- Including bleed and crop marks.
- Exporting print-ready PDF and editable source files.

9. Proofing and Revisions

Before final production:

- Print mock-ups will be reviewed.
- Colours, spelling, alignment, and image quality will be checked.
- Feedback from the client will be incorporated.
- Necessary revisions will be completed.

10. Final Presentation

The completed package design will be presented professionally using:

- 3D package mock-ups.
- Flat artwork layouts.
- Printed prototypes.

- A presentation explaining the design concept, colour choices, typography, illustrations, layout decisions, and how the design appeals to the target audience.

Conclusion

This package design process combines creativity with professional design principles to produce attractive, functional, and marketable packaging for the new organic honey product. By applying colour theory, effective typography, balanced layout, digital illustration, and safe studio practices, the final package will communicate the product's organic nature, attract customers, and strengthen the company's brand identity