



**THE KENYA POLYTECHNIC**  
**GRAPHIC ARTS DEPARTMENT**  
**DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN OPTION)**  
**END OF YEAR I EXAMINATIONS**  
**NOVEMBER 2006**  
**PACKAGING DESIGN**  
**3 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

Answer any FIVE questions.

All questions carry equal marks and the maximum marks for each part of a question are as shown.

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1. Explain FIVE roles of colour on packages. (20 marks)
2. (a) Explain EIGHT elements of a package. (16 marks)  
(b) List FOUR packaging materials. (4 marks)
3. (a) Outline THREE categories of packages. (6 marks)  
(b) Outline SEVEN advantages of packages. (14 marks)
4. Explain TEN factors to consider in developing a package. (20 marks)
5. (a) Outline the problem solving process in packaging design. (10 marks)  
(b) Outline FIVE ways in which a package acts as an advertising/selling device. (10 marks)
6. Explain FIVE design principles. (20 marks)
7. (a) Define:
  - (i) A package (2 marks)
  - (ii) Shelf life (2 marks)  
(b) State any EIGHT contents of a packaging brief. (14 marks)