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021106T4GPH

Graphic Design Level 6

VA/OS/GD/CR/11/6

Create Advertising Design

July/August 2025

TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION COUNCIL (TVET CDACC)

PRACTICAL ASSESSMENT

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Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. In this practical assessment, you are required to perform the following tasks:
    i. Analyse the project brief.
    ii. Develop hand-done thumbnail, rough and comprehensive sketches
    iii. Create a digital mood board
    iv. Create TWO digital concepts (different samples)
    v. Submit your work as instructed.

Advertising Brief

Jumia - Kenya, an e-commerce company, would like to extend its services beyond Nairobi County, starting with Nakuru County. The e-commerce shop sells a wide variety of products and delivers directly to customers. Think of products that Nakuru County people could buy that are not in full supply**.**

Task 1: Develop Manual Sketches
Prepare hand drawn sketches for the billboard concept. They should indicate the position of elements (typeface, images, symbol) and the correct dimensions.

Task 2: Create A Mood Board
Create a digital mood board for a billboard design concept featuring THREE women's beauty products namely: Johnson's lotion, bathing soap and body cream.

Task 3: Develop A Billboard Concepts
Using the digital software, develop TWO sample billboard concepts with the product's brand image, as well as the logo, typography, colour palette, illustration/photograph and advertising design elements. It should measure A5 size.

Task 4: Create A Billboard Concept Mock-Up
Choose one billboard idea and develop it to a mockup (3D). It should reflect the qualities of the Jumia e-commerce that are uniquely portrayed by the e-commerce shop.

Task 5: Submit Artwork
Submission requirements:

- Hand-done sketches
- Digital mood board
- Two billboard design concepts
- One 3D billboard design mockup

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Submit your designs in digital formats (PDF) in a well-labelled digital folder

2. You are required to have the following resources to carry out the tasks:
    - Computer with professional design software
    - Internet connectivity
    - A4 cartridge papers
    - HB pencils
    - Colour pencils
    - Rulers
    - A sets square
    - Eraser
    - Glue Stick
    - NT cutter