

021106T4GPH

GRAPHIC DESIGN LEVEL 6

VA/OS/GD/CR/02/6

Conceptualize Graphic Design

July/August 2025



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

PRACTICAL ASSESSMENT

TIME ALLOCATION: FOUR (4) hours

INSTRUCTIONS TO CANDIDATE

1. You are required to perform the following tasks:-

- Create a mood board
- Create Logo Mascot Design
- Create a Poster Design
- Submit all artworks

Client Brief:

Your task is to create a logo and a poster for a event called *"Nairobi Art Carnival."* The event aims to celebrate various forms of creative expression, including art, design, music, and writing. The logo and poster should effectively communicate the essence of the event and attract the target audience.

Task 1: Create a mood board

Create a digital mood board for the carnival that captures the excitement of the event.

Task 2: Create sketches for Logo Mascot Design

Sketch and create a unique and memorable logo that represents the *"Nairobi Art Carnival."* event.

Task 3: Create Design concept Logo Mascot

- Create a unique and memorable logo that represents the "*Nairobi Art Carnival.*" event.
- The logo should be visually appealing, versatile, and suitable for both digital and print applications.
- Consider using symbolism, typography, color, and any other relevant design elements to convey the event's theme.

Task 4: Create a Poster Design Concept

- Sketch and design an eye-catching and informative poster to promote the "Nairobi Art Carnival" event.
- Include key details such as the event name, date, time, venue, and a brief description.
- Utilize engaging imagery, typography, color schemes, and layout techniques to capture attention and communicate the event's purpose.
- Guidelines:
- You are free to choose the software or tools of your preference to complete the designs.
- Ensure that your designs adhere to fundamental design principles such as balance, harmony, contrast, and hierarchy.
- Consider the target audience while selecting appropriate visual elements and typography styles.
- Use high-resolution images and scalable vector graphics for optimal print and digital reproduction.

Task 5: Submission of Artworks

- Submit your sketches for the mascot logo in 72dpi
- Submit your Poster sketches in 300dpi
- Please submit your final designs of the logo in a digital format, such as PDF or JPEG, with a suitable resolution
- Please submit your final poster design , such as PDF or JPEG, with a suitable resolution

2. You are required to have the following resources to carry out the tasks:

- Computer with relevant design software
- A4 size white sketching papers
- Pencils
- Coloured pencils
- Rulers
- Drawings set
- Tissue/cloth
- Easers

easyvet.com