

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)**

PRACT

SESSMENT

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

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