



SET ONE
UNIVERSITY OF EDUCATION, WINNEBA
INSTITUTE FOR TEACHER EDUCATION AND CONTINUING
PROFESSIONAL DEVELOPMENT (ITECPD)
END-OF-SECOND-SEMESTER EXAMINATION (August 2021)



COURSE CODE: JBD 241
COURSE TITLE: IDEA DEVELOPMENT (IDEATION)
TIME ALLOWED: 1 HOURS 30 MINUTES

STUDENT'S INDEX NUMBER:

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PRACTICAL PAPER

GENERAL INSTRUCTIONS:

- This paper is made up of ONE SECTION.
- Section ONE is made up of THREE practical questions.
- Answer ONE question on a half imperial (55cm x 37.5) paper provided
- Each question carries equal marks. You are expected to attach your thumbnail sketches A4 size papers to your final work.
- You are expected to handover your work to the invigilator before you leave the examination hall.

SECTION ONE

1. A company into the production of tooth paste has commissioned you to redesign their packaging for them. Using ideas from the original package, design a new package in not more than three (3) colours. In not more than 150 words explain the concepts and symbolisms used. Attach a sample of the original package to your answer script.
2. Using an object from nature, develop and produce a decorative piece that can be produced in a three dimensional form showing clearly the process of ideation. Your final design should be in a transparent one colour wash. In not less more than 150 words state the use to which the final product will be put and explain the concepts and symbolisms used.
3. Design and produce a suitable package for a fresh tomato seller in your community. Your design must include a logo and a trade mark. In not less more than 150 words explain the concepts and symbolisms used.