



**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE**

**NEIC 514: DIGITAL PRODUCT DEVELOPMENT**

**END OF SECOND SEMESTER EXAMINATIONS**

**APRIL 2023**

**LECTURER: DR. KANDIERO**

**TIME: 3 HOURS**

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**INSTRUCTIONS**

1. Answer **All** question from **Section A** and **any TWO** questions from **Section B**.
2. Start **each** Question on a new page on your answer sheet

## SECTION A [40 Marks] (Answer ALL Questions)

1. Illustrate the following design principles
  - a. Design Elements | Line, Texture, Colour, Point, Shape, Typography, etc.  
[25 Marks]
  - b. Design Principles | Hierarchy, Unity, Balance, Repetition, Emphasis, etc  
[25 Marks]

## SECTION B ANSWER ANY TWO QUESTIONS

1. **The principles of interface design** are governed by the common principles of design, but we have to adapt them to the specific casuistry. Make an expert presentation of the principles of interface design using clear practical illustration.  
[25 Marks]
2. Understanding **how the design leadership role works** or how design teams are built will give you a more holistic view of your environment, as well as enabling you to **take your first steps** into the world of design leadership. Using vivid examples and illustrations make an expert conference presentation on design leadership, illustrate what it entails and what it takes to become a design leader.  
[25 Marks]
3. **Ideation** is the process of **generating a broad set of ideas on a given topic**, with no attempt to judge or evaluate them. Unpack and illustrate the concept of ideation illustrating key principles, methodology and critical success factors using real world current examples.  
[25 Marks]
4. Proper **planning and management of the product** can dispel chaos and doubt, align the team and make everyone aware of what the process is going to be. Using real world current examples make an expert intervention on
  - a. Product Management Basics
  - b. Product Planning
  - c. Product Discovery  
[25 Marks]

**END OF EXAMINATION**