



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN
(DGD YI, SII)

BGD 2112: CORPORATE IDENTITY & PUBLICATION DESIGN I

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
- i) Page layout
 - ii) Typeface
 - iii) Contact print
 - iv) Thumb nail sketches
 - v) Line artwork

(10 marks)

- b) i) Graphics are necessary for publication. Explain it briefly.
ii) Differentiate spot colour and process colour.
iii) Explain difference between sheetwork and page artworks.
iv) Differentiate acronym from a namestyle.

(5 marks)

(5 marks)

(5 marks)

(5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Briefly explain **TEN** elements of corporate identify design.

(20 marks)

QUESTION 3

Describe the process of publication.

(20 marks)

QUESTION 4

Increasing a corporate identity recognition, one needs to assign specific official meaning to elements of corporate identify design including colour. Discuss.

(20 marks)

QUESTION 5

State and briefly describe the **FIVE** components of a page layout.

(20 marks)