



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN  
(DGD V)

**BGD 2304: ADVANCED CORPORATE IDENTITY AND PUBLICATION DESIGN**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 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) Corporate identity
  - ii) Publication
  - iii) Multiple column grid
  - iv) Visual representation
  - v) Colour scheme. **(10 marks)**
- b) i) All colours used in corporate identity design must have meaning attached to it formally and must be rationalized. **(5 marks)**
- ii) Sheetwork compositions are to be created as part of publication design. Sketch an example to show pages cornermarks and margins. **(5 marks)**
- iii) Spot colour productions reduces costs of printing. Explain this. **(5 marks)**
- iv) Contrast between trim marks and registration marks. **(5 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

A process of colour magazine is to be produced. Advice on its publication from artwork creation to final print. **(20 marks)**

### QUESTION 3

Page layouts are necessary for publications. Discuss this in relation to its elements, with examples. **(20 marks)**

### QUESTION 4

Describe the process of corporate identity design from idea to A4 fully colour representation with attached meanings to all elements. **(20 marks)**

### QUESTION 5

State and briefly explain the main components of corporate identity design. **(20 marks)**