



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN  
(DG III)

**BGD 2204: THEORY AND TECHNIQUES OF CORPORATE IDENTITY AND  
PUBLICATIO DESIGN II**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES: JULY 2014**

**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) Logo (2 marks)
  - ii) Name style (2 marks)
  - iii) Emblem (2 marks)
  - iv) Plate (2 marks)
  - v) Fount (2 marks)
- b) i) Publication must be profitable. Explain why. (5 marks)  
ii) Explain why cross-heads and pulled quotes are used. (5 marks)
- c) i) The colour must carefully be selected to represent the organizational identity. Explain briefly why.
- ii) A parastatal corporate identity is to be developed. Briefly explain the likely visual components and colours likely to feature and the reasons behind this. (5 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

Visuals are major feature in magazine and newspaper composition. State the main types explaining the necessary treatment required to be included in the publication. (20 marks)

### QUESTION 3

Signatures and its variants with broadsides and inserts are used in dummy creation. Describe the above exercise showing how 38 using a 16 page signature magazine of a newspaper is composed. (20 marks)

### QUESTION 4

Perfect binding and folding binding techniques are commonly used magazine and newspaper design. Discuss them critically with practical examples. (20 marks)