



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)**