

# **TECHNICAL UNIVERSITY OF MOMBASA**

HUMANITIES AND SOCIAL SCIENCE

COMMUNICATION STUDIES

## **UNIVERSITY EXAMINATION FOR:**

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4302: DESKTOP PUBLISHING AND DESIGN

## **END OF SEMESTER EXAMINATION**

**SERIES:**SEP/DEC 2016

**TIME:**TWO HOURS

**DATE:**Pick DateSelect MonthPick Year

### **INSTRUCTIONS**

This is a Desktop publishing and design project to be done using the Indesign cs programme. The project consists of FOUR questions that are compulsory.

### **QUESTION 1**

The University is interested in launching a magazine. As a student of desktop publishing design a front cover for the soon to be launched magazine.

30mks

### **QUESTION**

Mark a third year student of journalism and mass communication seeks to contest for the presidency of the student union body. Using your knowledge of desktop publishing design a campaign poster. 20mks

### QUESTION 3

The DVC Academic Affairs seeks to market the university, in line with this Design a full page advert promoting the image of the institution.

20mks

### QUESTION 4

Using your knowledge of desktop publishing and design, create the following.

a. Business card

10mks

b. Brochure

20mks