



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4302 : DESKTOP PUBLISHING AND DESIGN

EXAMINATION

SERIES: 2017

TIME: 2 HOURS

DATE: Pick Date Sep 2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FOUR** questions. Attempt ALL questions.

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.

This exam will be assessed practically over the course of the semester.

Do not write on the question paper.

Question ONE

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. (30marks)

Question TWO

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. (20marks)

Question THREE

The DVC Academic Affairs seeks to market the university, in line with this, Design a full page advert promoting the image of the institution. (20 marks)

Question FOUR

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

- a. Business card (10 marks)
- b. Brochure (20marks)