

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